

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXXI.

NEW YORK, MAY 25, 1910.

No. 8



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## A BUSINESS MAN SAID TO US—

"Oh, I am only going to spend a small amount of money, and I think I'll turn it over to a little agency here in my own town. If my account were larger I would come to you big fellows."

## WE SAID TO THE BUSINESS MAN—

"Well, if you have only a small amount to spend it will certainly require the best judgment and highest ability to make it win. If you were going to spend a very large amount you might possibly be in a position to take chances."

We got the business. He seems glad that we did. What do you think of the reasoning?

New York

Philadelphia

Boston

# Distribution and Demand

## On Finding the End of the Circle

The problem of Distribution and Demand suggests the same question story of the Hen and the Egg—"where does the game start?"

Distribution without demand is practically impossible.

Demand without distribution is an invitation to competitors to profit at our expense.

The solution lies in a Unit of Merchandising small enough to unify the creating and distributing force.

At once the city is suggested. But a few minutes' figuring proves that to accept the city as a unit would require an advertising appropriation beyond the possibility of more than, say, a dozen concerns.

The State is the logical basis of merchandising as it is of legislation.

It offers a territory restricted enough to be quickly and thoroughly covered by salesmen.

Moreover, three-fourths of the states in this Union being chiefly agricultural can be thoroughly covered by use of the state's standard farm paper.

In many cases this paper reaches as high as one-sixth of the state's families, and being published weekly, allows of those quick, sharp advertising blows which produce maximum immediate results.

Moreover, the cost of this wasteless contracted advertising averages as low or lower per thousand than wasteful general mediums.

But the farmer as a prosperous class is still new. His buying power and the efficiency of the state as the unit of merchandising is just beginning to be understood.

We would therefore be glad to show that their ability to profitably sell all lines of standard merchandise from shoes to automobiles, has proven that

## Standard Farm Papers

are

**Farm Papers  
of  
Known Value**

Hoard's Dairyman  
Wallaces' Farmer  
The Kansas Farmer  
The Wisconsin Agriculturist  
The Indiana Farmer  
The Farmer, St. Paul  
Home and Farm, Louisville  
The Dakota Farmer, Aberdeen  
The Oklahoma Farm Journal  
The Ohio Farmer  
The Michigan Farmer  
The Breeder's Gazette

GEO. W. HERBERT,  
Special Representative,  
First Nat'l. Bank Bldg., Chicago.

WALLACE C. RICHARDSON, Inc.  
Eastern Representatives,  
41 Park Row, New York.

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ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

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## CANADA IN A NUTSHELL.

WHY IT IS IMPORTANT TO DEAL WITH THE DOMINION SEPARATELY, AND ON THE SPOT—CANADA CANNOT BE ANNEXED, EVEN IN TRADE, AND THERE IS NO USE WAITING FOR THE TARIFF TO COME DOWN, BECAUSE IT WON'T—WHAT A FEW FIGURES SOMETIMES DO TO THE CANADIAN TARIFF.

By James H. Collins.

As soon as any American manufacturer grows into national demand far enough to become a general advertiser, or even to have his goods distributed in a general way, he is fairly certain to get inquiries from Canada, and is led to think at least occasionally about the aggressive young country across our northern border.

But usually he decides that he can do nothing about Canada.

In the first place, there is the Canadian tariff which seems to stand in the way of a purely export trade. Looking up the schedules affecting his own goods, he finds that they amount to a duty of twenty-five or fifty per cent, an advantage apparently so great to the Canadian manufacturer making the same goods, or even to the British manufacturer who has a preferential rate, that it is hardly worth while trying to compete.

His only reasonable hope of getting Canadian trade, he thinks, would be in the establishment of a branch factory over the line.

But such a branch factory would be merely a temporary affair, he thinks. Is there not talk already of reciprocal tariff arrangements between Ottawa and Washington

whereby our duties on Canadian agricultural products will be lowered and Canadian duties on our manufactures abolished? That arrangement may be perfected any day, in which case his investment in a Canadian branch factory would be nullified.

This is average American reasoning on the Canadian situation.

It is shallow, and wrong, and American concerns that do not take pains to go into the real facts in a thorough way are neglecting present opportunity and future business.

For one thing, there is not going to be any lowering of Canadian duties. Our friends up north have too many promising young industries of their own for that. If there is anything assured in the matter of tariff, it is that, for at least a generation to come, the Dominion's duties will be revised only in the upward direction. The Canadian tariff not only protects Canadian industries in their infancy, but it is steadily forcing American capital across the line. At least a hundred million dollars of Yankee money is invested in Canadian branches of American houses to-day, and more is coming. The Canadian tariff works in two ways for the benefit of Canada, and our need for raw materials like wood pulp and hard Canadian wheat will eventually give Canada plenty of concessions on her raw materials. American negotiations for the lowering of Canadian duties on manufactured goods look improbable from a straightforward business standpoint. In fact, they even assume aspects of foolishness.

Any American manufacturer who finds Canadian demand com-

ing up in his sales department, therefore, can safely abandon a waiting policy and begin to think about going to Canada himself, and going there now.

This will bring him into closer consideration of the Canadian tariff, which is an excellent thing for him to study.

When the first "Dreadnaught" was launched, and the press of the world was filled with descriptions of the new warship, a Spanish editor undertook to translate its name into Spanish, and produced a literal equivalent so far as grammar was concerned. He made it "nothing terrible." And this would exactly express the Canadian tariff with reference to ourselves and our goods.

Not long ago an American manufacturer was canvassed by the New York representative of a Canadian mercantile agency. He admitted that he had encouraging inquiries from Canada, and had thought more than once of entering that market. But inquiries through a manufacturer's agent on the spot had demonstrated that the whole volume of Canadian demand for his goods was small, and that Canadian competition made the market difficult.

"Who was your Canadian agent?" asked the canvasser.

Investigation showed that inquiries had been made through a man already representing a competitive American house, and that it had been to this agent's advantage to make the outlook appear as gloomy as possible.

Moreover, the Canadian tariff rate on such goods, when analyzed by a man who knew what the Canadian competition actually was, showed that the schedule duty of thirty per cent really amounted to a net impost of only half as much, for the Canadian makers of those goods had to pay duty on certain parts and raw materials brought in from the United States. Add the American manufacturer's superior quality and wide reputation for such goods, and the tariff offered no real disadvantage.

This manufacturer ought to enter the Canadian market at once. He is typical of hundreds of other

American concerns who should do the same thing. His experience there, and subsequent growth, also typical, would be something like this:

First, he would find a capable Canadian manufacturer's agent in Toronto, Montreal, Winnipeg or other centers, his selection being made with the advice of some Canadian advertising agency or publisher who knows the trade conditions and the men. There are good, bad and indifferent agents seeking representation of American goods north of the border, but the sheep can be separated from the goats.

Second, this business having grown, and his goods and methods having been adapted to Canadian demand where necessary, he would be in position to open a branch office at some Canadian mercantile center, sending over one of his own men to organize a Canadian sales staff and place the goods more thoroughly, and extend his advertising.

Third, when this office had grown, he would find it well worth while to make goods in Canada, perhaps beginning by assembling them there, and gradually transferring all the operations as American workmen were persuaded to live across the border, or Canadian workmen trained. There are many things to be considered in establishing such a branch factory, however, labor alone being far more important in most cases than tariff. Each house must work out its individual problem, paying for its own experience. Therefore, it is not advisable to advance any suggestions on this point. The Canadian branch will grow spontaneously out of the American manufacturer's Canadian export trade. When it becomes an actual factory, he will never think of it as a temporary makeshift, called into existence by a figure in a tariff schedule, and to be abandoned the day after that figure is changed. For it will grow healthily on its own roots.

The American notoriously under-rates Canada in point of size.

It is quite common, say the Canadian advertising agents, to



find some American manufacturer making concessions to the Canadian demand by advertising in a single daily paper in a city like Winnipeg. When shown, on the map, that Winnipeg is central in a territory as large as the United States from Chicago to San Francisco, he may modify his plans. Yet very often it is objected that this territory is mostly wilderness as yet. Until the American has seen it for himself, felt it grow, and gone over a list of Western Canadian country weekly papers that, within the year, have sprung into dailies, he will hardly have a good working knowledge of the country. When he knows the country personally, he will realize that any trade he may gain there now puts him on the ground floor of a vigorous, rich, young consuming country, and in position to grow with Canada's growth.

With a Canadian factory established, his raw materials may be so much more accessible and cheap that he can begin building up a world-wide export business from the Canadian side. Just now, for example, our flour millers are looking anxiously across the line at Manitoba hard wheat, and wondering when Congress will let us use that raw material by abolishing our duty upon it. The miller or food manufacturer who goes to Canada can have all of this wheat he wants, and make his goods on a basis of cost not possible in any other country. For this reason alone, many American concerns are building a world-wide export business in Canada, and the coming preferential tariff arrangements between all British colonies will benefit them. Besides, it is not improbable that the protective sentiment now in Great Britain may some day find expression in a tariff for the Motherland, in which case manufacturers in Canada would have whatever advantages might be granted British colonies in preferential rates. Labor, too, is often cheaper in Canada, it is said, though this is an item hardly worth considering.

Add to these advantages the natural preference of Canadians

for our goods, and the American manufacturer has every inducement to enter the country and grow up with it. Canadian preference, of course, is not a matter of sentiment. All things being equal, British goods get the sentiment. But in hundreds of daily matters the Canadians are like ourselves. They live in a climate not so greatly different as one might suppose. Their aims are identical, their diet and styles, their toys and tools. So, "all things being equal," we get the preference by reason of the paradox that, in goods, all things never are equal. No two collars from Troy are equal in trade, and when it comes to the differences between collars from Troy, Toronto, London and Vienna, we get the preference with Canadians, and a better price, because we know how to make collars for men on this continent.

With such advantages in every line, there is no excuse whatever for the American manufacturer neglecting a population one-tenth our own, growing in numbers and wealth perhaps faster than any equal number of people in the United States. Canada is a magnificent proposition to get acquainted with, study, understand and cultivate, and that she has to be dealt with on lines congenial to the Canadians is no reason for holding aloof from her.

When it comes to advertising and distributing, the American who enters the Canadian market without the aid of a recognized Canadian advertising agency is running some of the risks of the man who acts as his own lawyer in an important litigation. Canadian mediums are markedly different from ours. Against our 20,000 newspapers and periodicals, Canada has 1,000. The country can be covered on a very moderate appropriation compared with national expenditures here. But the mediums and methods are different, and constantly changing as the country grows. Credits are longer, distances greater, banking and retail trade different. The country, in a trade sense, simply cannot be annexed to the United States and covered from this side.

## SELLING CEMENT WITHIN FREIGHT-BOUND DIS- TRICTS.

MARQUETTE CEMENT'S FORCEFUL  
COPY IN NEWSPAPERS, FARM PA-  
PERS, ETC.—WORKING FOR FUTURE  
PRESTIGE—FINE RESULTS FROM  
FARMERS—SOME OF THE COPY.

*By S. C. Lambert*

After three years of newspaper and farm paper advertising, the manufacturers of Marquette Portland Cement have only one regret—that a managing government at Washington has so regulated freight rates that their product cannot be sold at a profit outside of a very definite area of the Middle West.

This is the only reason that the very forceful Marquette Cement advertising is not appearing in the newspapers throughout the country, as well as those now used—seven farm papers, 350 weeklies, and 125 dailies in Illinois, Eastern Iowa, Wisconsin, Southern Minnesota, the northern peninsula of Michigan and Western Indiana. But in this circumscribed market the campaign is producing results at which even the manufacturers themselves are surprised.

Gold Williams, Chicago representative for the company, says that with the advertising he had two objects in view: to teach builders, large and small, the value of cement and concrete, and, second, to make "Marquette" a synonym of cement.

"When people think of cement, I want them to see, in their mind's eye, our trade-mark," said Mr. Williams. "We, of course, want to sell all the cement we can, as soon as we can. But the greater results of our advertising will be derived three and four and five and ten years from to-day. We are not so short-sighted as to believe that all circulation is lost which reaches others than those about to build or who are intending to build. Those others, many and many of them, will be buyers some day. And I know that sales will be made of Marquette Cement in 1915, or any year in the rea-

sonable future you may name, from the publicity we are doing now, and shall be doing right along in every community of the Middle West.

"You think that this requires a great deal of faith? I calculate these future returns as one of the certainties of merchandising. And to lose sight of such future sales would brand a man as being blind to his great business opportunities. We claim that our cement will make fence posts that are everlasting. We should be inconsistent to deny some of



## The Eyes Have It

Look closely and you can learn the secret of the Sphinx. If you will look into its eyes you will know why it has lasted for 6,000 years. It is made of pure rock, as is

## Marquette Cement

The building material for eternity.

**Marquette Cement Mfg. Co.**

General Office and Works: La Salle, Ill.  
Chicago Office Marquette Bldg

PICTURING AN "EVERLASTING" IDEA.

the same kind of staying power to our advertising.

"But we don't have to look for all our comfort to the business that is coming our way some day; our advertising in the newspapers and farm journals is to-day selling Marquette cement to an extent that taxes the resources of the company's plant at LaSalle, Ill.

"When we began to advertise in 1908, we aimed to be thorough. It may not be accurate to call ad-

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vertising a science. But the results now being produced tally very closely with the marks which we set with firm conviction at the start.

"Our market lay among builders, contractors, architects and farmers. We chose the daily papers to reach the big buyers; we used the farm journals to educate the farmer. We supplemented these mediums with a large list of country weeklies, to help the local dealer to move his goods. We have copy run in certain of the trade-papers like the *Cement Age*, *Concrete*, the *Cement World*, *Rock Products* and half a dozen others. Some of the architectural and builders' journals carry our advertising. But our campaign in the trade-papers is not considered a vital part of our marketing efforts. You see, limited as to territory, we cannot profit from their circulation in other parts of the country.

"The farm is a wonderful market for Marquette Portland Cement. The farmer catches the drift of our argument very quickly. His fancy is tickled by our saying that he can build smoke-houses, stables, watering-troughs and the like that will last as long as the pyramids or the Rock of Gibraltar, to which we compare Marquette built structures. His economical nature responds to our suggestion that if smoke escapes from the smoke-house, it is money lost; that a concrete stable, instead of absorbing the best part of the manure, like wood, makes it possible to carry it all, with its value unimpaired, to the fields. The farmer wants his equipment for to-day and to-morrow's use. But we have found him also to be a broad-minded man who likes to feel that he is building for the future. If the majority of the farmers in the Middle West were of the hand-to-mouth kind, our advertising would not be the great success that it has been. The orders in our books are black and white certificates of the farmer's forehandedness and thrifty provision for his children and grandchildren, as well as for himself.

"We are using the following farm papers: *Hoard's Dairyman*, *Farmer's Voice*, *Farmer's Review*, *Wallace's Farmer*, *Wisconsin Farmer*, *Wisconsin Agriculturist* and *Prairie Farmer*. The copy in the small town weeklies also is read mainly by farmers. The same doubtless is true, in part, of our advertising in the dailies of the central cities. The copy in the weeklies sometimes carries the name of the local dealer. I have been much interested in noticing the real effectiveness of weekly paper advertising. If for any reason we should chance to miss placing a contract with a paper in



No damp deep—no mold in the cellar with a Marquette Concrete floor. Moisture and damp start in a damp cellar—a sweet, clean Marquette Concrete floor not only adds to the health of the house's occupants but forms an ideal storage place for all things—more in winter, cool in summer and dry the whole year 'round. Simple and easy to make—materials are cheap and you can do it yourself with Marquette Cement. We'll gladly send you details for making a cellar with

#### MARQUETTE

The Farmer's Cement Handbook free for the asking. Write us today.

Marquette Cement Mfg. Co.  
Saginaw, Mich., U.S.A.



Where smoke means money, cracks cost cash. You can save much quicker and easier than before in a Marquette Concrete, absolutely air-tight smoke-house than in the old-fashioned kind. And your good-grandchildren will use the Marquette smoke-house just as well. We'll gladly send you details for making a smoke-house with

#### MARQUETTE

The Farmer's Cement Handbook free for the asking. Write us today.

Marquette Cement Mfg. Co.  
Saginaw, Mich., U.S.A.

#### SUGGESTIVE ADS FOR FARMERS.

a town in which we have a dealer, that gentleman is sure to write us saying that he could do much better if we would back him by using his local paper. Indeed, some dealers have said that if we would use the local paper regularly they would handle our brand of cement exclusively.

"In Chicago we are using the *Tribune* and the *Record-Herald*, just at present. The *News* and the *Inter-Ocean* have also been on the list. The Chicago dailies are more than merely local in their selling power. From all over our district come inquiries mentioning one or another of the Chicago papers."

Mr. Williams takes a good deal of pride in the kind of copy that is commissioned to educate the Central West to the merit of his cement. This is written by the

Herbert Kauffman & Handy Advertising Agency. It has a driving, trenchant power that he believes is in keeping with the strength of the product. He recalled his experience with a man in Hillsboro, N. H., a place a thousand miles beyond the reach of his selling arm. The Yankee said he was a town committeeman, that he had stumbled on the Marquette Cement advertising, and was beginning to believe that he had better let his order for town purposes go West. Mr. Williams paid no attention to the first letter. Nor to the second, which came along ten days later. The third letter, however, insisted upon a reply, with the stamped envelope enclosed. Mr. Williams explained to the New Hampshire man that he could buy cement in the East for a third of the sum that Marquette, with the high freight rates, would cost him. But the man was characteristically persistent. He remitted nine dollars for two barrels. The cement was shipped him. In two weeks he wrote saying, with very evident regret, that he had done his best to have the town buy Marquette, costly as it was. He had labored with his fellow committeemen and had nearly won a good-sized order. The members of council were deeply interested in the advertising and the arguments had very nearly brought them over. But the thought of their constituents had been the consideration that left the order in the East. Mr. Williams thinks that if his copy stirs up such a hankering among the White Mountaineers, it is bound to do all sorts of things among the good spenders of the Corn Belt.

The Marquette trade-mark is printed prominently in all the advertising. In the farm papers and the country weeklies, it is stamped in the midst of an interesting farm view, adorned with cement construction. The campaign to the farmers is strictly educational. One on air-tight smoke-houses has this:

When smoke means money, cracks cost cash. You can cure meats quicker and season them better in a

tight smoke-house than in the old Marquette Concrete, absolutely air-fashioned kind. And your great grandchildren will use the Marquette smoke-house you erect.

There you have the commercial and sentimental appeal in one stroke. Every advertisement suggests that the reader send for the Farmer's Cement Handbook, free. This will tell him what he can make of concrete himself.

Another advertisement enlarges upon the value of a Marquette Cement cellar. "Malaria and disease can't start in a sweet, clean cellar with a Marquette concrete floor." "Own a concrete farm," another ad. reads, "and make your farm a land-mark for generations to come." The hint is dropped that the farmer will be saved insurance. And thus, in all kinds of uses, Marquette Cement and concrete is pictured, to the farmer's profit and pride, from Marquette concrete hog pens to tight whole-some concrete cisterns.

The advertising in the dailies is of a more general nature. Frequently at the top of the double-column copy is printed in heavy type the words: "Mark the Marquette Mark." Below is a cut of a sack of Marquette Portland Cement, stamped good and large with the trade-mark. Occupying the lower half of the advertisement is a short talk. Other advertisements print a picture of Gibraltar, of the Pyramids, or of the Sphinx carrying the Marquette trade-mark. One strong piece of copy reads:

When you build of Marquette Cement, you will build a structure to will to posterity. A thousand years from now Marquette aqueducts and public buildings and walls and irrigation dams will still be in use. The cost is just the same. The quality is better.

That is the kind of advertising planned to reach the contractor and the architect.

Folders of the advertising being done are sent to the ten thousand dealers in the territory. The cement is sold through jobbers in restricted districts, and to dealers direct, elsewhere.

Otto J. Koch, Milwaukee, Wis., is placing orders in Pacific Coast papers for F. F. Adams Tobacco Company, Peerless Tobacco, St. Paul, Minn.

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## WHAT THE AGENT DOES NOT KNOW.

THE FLIMSINESS OF SOME AGENTS' CLAIMS—NEED OF COMMERCIAL SALESMEN, INVESTIGATORS, ETC.

By Walter Barnes Cherry,

Advertising Manager, Merrell-Soule Co.  
(None-Such Mince Meats, etc.),  
Syracuse.

Seems a brave title, doesn't it? To listen some days to the things the agent does know about advertising and which he "puts over" via the solicitor route in a you've-simply - got - to - believe - it tone, almost makes one feel at times that here is the fellow we have been waiting for. But if you question Mr. Solicitor or Mr. Agent, and if the questioner has ever had any experience in the merchandising or sales end of the business he is advertising he is promptly surprised at the lack of inside information and intelligent conception on the part of the average advertising agent of the difficulties that surround the trade end.

Some of us have heard all about agency "trade aid." Is there any such thing? Is there a well-known agency to-day handling the business of large national advertisers in various lines like clothing, furniture, household articles, foods, which has any proper conception of the trade end of the accounts it is promoting? What agencies maintain commercial investigators who know the "retail game?" Not many.

Solicitors repeatedly tell the writer how much they can do for our "canned" Mince Meat. Surely that's enough to satisfy the listener that Mr. Solicitor knows nothing about the product: he wants to promote. If he really cared anything about it, he would be posted, and he would know before he comes in to get None-Such Mince Meat business, that the product is not packed in tin, that it is packed in paraffin-lined paper cartons. Not one man in every hundred who solicits None-Such Mince Meat business knows *anything* about the product, knows how it is packed, though possibly he has a vague idea that it is sold

by the grocery trade; but how, or where, or how much—well, they are good guessers and sometimes right.

I venture the prediction that five years from now no advertising agency handling national business will be complete without a staff of commercial salesmen and investigators, stronger in sales ability and trade investigation than in writing copy, outlining a campaign, or getting a new client. The good copy man or the good estimate man in an agency, it seems to me, should know much about the trade end of the product he is promoting. Anyway, he should know what is in the package, what it is made of, and how it is wrapped; certainly where it is sold, and, if possible, be familiar with the process and the source of production. Unless a solicitor is thus equipped with information he promptly stumbles in his work and does not do justice to either himself or the prospective customer, or the agency he represents.

What a joy it would be for an advertiser to have his agency come back with some trade information the advertiser did not have! The agency's commercial representative could easily handle several different accounts and become proficient in canvassing grocers, druggists, department stores, clothiers and other trades represented in his home office accounts. Then, too, the agency's commercial man might find out things the advertiser's own men would skip. Anyway, the agency's commercial man would approach the dealer from a new viewpoint, and if he confirmed the advertiser's information, that would be some satisfaction; and if he could demonstrate that the advertiser's methods with the trade were open to change or betterment, that would be even a greater service.

I know this "trade aid" proposition has been talked of, hinted at and maybe tried in a limited way by some agencies, but the work has usually been done by a straight advertising solicitor or a copy man sent out from the office; when really to get the desired in-

formation and to make an intelligent canvass and report, an experienced commercial salesman is reasonably sure to bring in the best results and the most information. Such a man would have no advertising convictions to bias his trade methods. He would carry on his investigations exactly as every manufacturer's salesman operates and would really be in most cases duplicating for his agency the client's own information. He might find some of us manufacturers misinformed by our own men, and that would be a find, indeed.

#### A HINT TO CIGAR ADVERTISERS.

NEW YORK, May 14, 1910.

##### Editor of PRINTERS' INK:

Though your prize idea contest is ended, I take it that your columns are not closed to further new advertising suggestions. To be brief, my point is that in all the enormous volume of cigar advertising one of the most important considerations from the smoker's viewpoint has been overlooked: the shape of the cigar.

Now any smoker can tell you his experiences in trying to smoke different shapes of advertised "smokes." He has been interested in some advertised brand, has bought it—and found himself dissatisfied, although he really liked the taste. What was the trouble?

Only the other day I asked for a ten-cent straight cigar at a hotel stand. I had smoked it before, and an advertisement reminded me that it still existed. I smoked my purchase but half-way through; I uncomfortably realized that something was wrong. I set about to find out the reason, for the weed was rather good in flavor. A little analysis of my mental make-up spotted the source of annoyance in the bulky clubbed-shaped end. I simply couldn't manage the blunt "hold"; it got to be real work to keep the thing in my mouth.

Why doesn't some cigar concern suggest unless the smoker gets his particular shaped weed—panatela, concha or what not—he is apt to have trouble? This suggestion would assure the smoker of using care in finding out what shape he managed best, and, if he didn't like the shape handed out, of his picking another shape that would suit his mouth. A clever writer of cigar copy could make a hit by being the first to get to the legions of smokers with some such practicable suggestion.

P. S. LARNED.

John E. Kennedy, advertising manager for the Baltimore Bargain House, addressed the Advertising Club of Baltimore, May 12th, explaining to it his proposal for an Institute for Advertising Research, which has been outlined in PRINTERS' INK.

## RETAIL AND WHOLESALE CONDITIONS IN CANADA.

PRICE MAINTENANCE PRINCIPLE IN  
GOOD WORKING ORDER ACROSS THE  
BOUNDARY LINE—NUMBER OF RE-  
TAILERS IN VARIOUS LINES

To the United States manufacturer, who is considering Canadian trade, the distribution in that country and the retail attitude is more or less a closed book.

Knowing how vital to success is a good working knowledge of the retail trade, and fearing that Canadian retailers were temperamentally much different from American retailers, many manufacturers have hesitated on the subject of Canadian business.

One of the most encouraging things about the retail Canadian trade is that the price-cutting tendency is not nearly so strong as in the United States. This has been greatly helped by a recent court decision, which has legalized the manufacturer's position of protecting prices.

The Ontario Wholesale Grocers' Exchange met several weeks ago, and a proposal was most seriously discussed to agree to give evidence on oath if undercutting charges are made against any member. A prominent retailer, speaking on "relations with manufacturers," said that agreement against price cutting was a fair and common sense proceeding. This position is further strengthened by the "Secret Commissions Act," recently passed, which makes it illegal to operate rebate schemes which surreptitiously mislead.

The following resolution was adopted:

That this convention heartily endorses the attitude taken, that the wholesalers should take, in dealing with manufacturers who will not reasonably share with the wholesalers a fair remuneration for the service rendered, and that immediate steps be taken at this convention to appoint committees to interview manufacturers whose goods the members of this exchange are selling on a margin too small to cover selling expenses, with a view to a more reasonable working margin.

To this someone moved the following amendment: "And that



this meeting unanimously endorse the proposal made that the manufacturers be asked to decline to sell to any wholesaler who does not keep the selling agreement." The amendment was received with applause, and, together with the resolution, was passed by a standing vote.

This incident and resolution is characteristic of the united sentiment on this important subject.

It was also resolved:

That in the opinion of this convention the contract selling plan (or price protective plan as it is sometimes called) on proprietary articles is the only means of safeguarding a manufacturer's goods against the evil effects of price cutting and dishonest practices, and that when such selling contracts are adopted by the manufacturers a provision should be made therein for a declaration to be given by any salesman when called upon.

Respecting the trade attitude toward American business, President Craig is more optimistic of further tariff concessions than many Americans. He said:

"There is a prospect of a larger measure of reciprocity. The agitation for reciprocal trade arrangements with Canada is spreading in the Northern States. Statesmen on both sides of the line hint at it. There seems to be a growing conviction that high customs duties encourage trusts and mergers, and this lends strength to the reciprocity propaganda."

The jobbers and wholesalers have been less willing to maintain price and are consequently in a more disorganized state. Nevertheless they are becoming very thoroughly acquainted with United States products and sales methods, and frequently ruffle the feelings of Canadian manufacturers who think they are too friendly to United States products.

In Quebec, Ontario and the Maritime provinces, which contain most of the Dominion's population, the distributive conditions are more or less similar to the United States. The dealers study United States styles, United States novelties and methods, and are amenable to much the same arguments. They even take some pride in giving window displays of American goods, and look upon

the handling of advertised goods from across the border as an evidence of their alertness and superiority.

In the outlying provinces there are many "general" stores which carry a wide variety of merchandise, including U. S. trade-mark goods.

The following is a list of the number of dealers in various retail lines in Canada:

Bakers .....	1,569
Booksellers and newdealers.....	1,375
Clothiers and men's furnishers....	1,687
Confectioners .....	1,619
Druggists .....	1,728
Dry goods dealers.....	1,821
Furniture dealers .....	590
Grocers .....	8,150
Hardware dealers .....	2,390
Harness dealers .....	722
House furnishing goods dealers...	227
Jewelers .....	1,530
Liquor dealers and saloons.....	550
Lumber dealers .....	1,075
Milliners .....	1,353
Toy dealers .....	329

In the Province of Quebec alone there are 3,188 grocers, 3,831 general stores, 462 hardware dealers, 318 druggists.

#### COLONEL MACLEAN'S REMARKABLE TRADE-PAPER DEVELOPMENT.

A close integral part of the Canadian trade situation is the hold which the now famous Colonel MacLean, of Toronto, has secured with his interesting string of trade papers and magazines, covering about the whole of the Dominion in many varying lines of business.

These papers are the *Canadian Grocer*, *Hardware and Metal*, *Dry Goods Review*, *Canadian Millinery Review*, *Bookseller and Stationer*, *Printer and Publisher*, *Canadian Machinery and Manufacturing News*, *Plumber and Steamfitter*, *Power House*.

In addition, there is the *Busy Man's Magazine*, already a bulky and prosperous magazine of general Canadian interests; the *Financial Post*, a weekly newspaper for investors; and no less than fifteen local newspapers throughout the Dominion. Colonel MacLean has had a most interesting time building up this formidable array of publishing properties, and is making them an active element in the great Canadian forward movement.



## RETAIL GROCERS TO CO- OPERATE FOR PRO- TECTED PRICES.

NATIONAL ASSOCIATION TAKES UP  
IMPORTANT QUESTION OF RELA-  
TIONS WITH MANUFACTURERS AT  
CONVENTION LAST WEEK—CEN-  
TRAL BODY PROPOSED.

More important questions of distribution policy were discussed at the recent convention of the National Association of Retail Grocers, at Springfield, Ill., than have ever before been considered.

The most important was that of price maintenance. The committee assigned to study the subject reported as follows:

"Since our annual convention in Portland, last June, this movement has made rapid strides. A large number of manufacturers throughout the United States have been studying the plan with great care, and many of them have put it into operation on the Pacific Coast. Others are experimenting in different sections and it looks now as though the Pacific Coast plan of maintaining the retail selling price by the manufacturer will be adopted shortly by a large number of manufacturers of staple products of national reputation.

"While there has been a great deal of adverse comment on this plan by some who have never been near enough to see it properly operated, the majority of objections have been overcome in some manner or other, and it is now a foregone conclusion that this plan is the salvation of the retail grocery trade.

"Before going further in this report, we desire to explain the manner of its operation. The manufacturer who desires to protect the retail selling price notifies the retail trade of the price he has established, and then places a sticker on the outside of the case wherein the goods are packed, which notifies the purchaser thereof that they buy them on the express condition that they be sold at the price established by the manufacturer.

"This he has the legal right to

do, and he also has the right to protect the sale by law if necessary. Competition has in the past usually set the price at which goods are sold, and in the majority of instances competition has been so severe that the price established leaves a smaller margin of profit than will cover the cost of doing business. It is a great advantage for the retail trade to have a manufacturer study out the proper margin of profit there should be in the distribution of his goods, and assure the retail distributor of that margin by demanding in a legal way that it be sold at that price.

"The recent decision of the California Supreme Court settles once and for all the legality of 'protected prices' as far as California is concerned. We believe it is a grand victory for the retail grocers of that State, and will establish a precedent for other State Supreme Courts to follow. This establishes beyond all doubt the legal right of any manufacturer to protect the retail selling price of his products in California by placing the sticker on the case, as a proper legal notice.

"It is to be hoped that at some future time a decision of the Federal courts will be secured along these lines.

"During the past year there has been considerable agitation concerning the high cost of living, and there has been a disposition on the part of some people to make the protected price plan responsible for this, but we have proven beyond a doubt that the greater the publicity given to the prices named by the manufacturer the more the consuming trade is willing to accept that as the protected price."

President D. H. Bothard, of the National Wholesale Grocers' Association, delivered an address in which he said he was strong for an association of associations, a sort of central body composed of the leading lights in the ranks of organized retail and wholesale grocers, manufacturers, brokers and agents for food products and of manufacturers' agents. He believed that such an organization

would result in more uniform methods of distributing foodstuffs, would do away with friction now existing between the different interests and result in much more general good than if each line paddled its own canoe.

He denounced price cutting, and said the whole business fabric would be more stable if there was no cutting. Before he closed he advocated his plan of a central body of all the grocery and allied trades for the purpose of effecting closer and more profitable relations.

When the resolutions were presented for adoption there was a spirited debate, especially over one favoring "free deals," where there was no demoralization of profits, except on perishable goods. The resolution passed finally in the following shape:

*"Resolved,* That we oppose free deals of all kinds and believe they overload the grocers and encourage price cutting."

A resolution directed at private brands but aimed principally at "Yours Truly," a newly advertised brand of baked beans, was put through without a dissenting vote, the resolution closing with the resolve that the association go on record as being opposed to any plan which tends to interfere with co-operation and reciprocity between the factors in the grocery trade.

A resolution introduced by John W. Pratt, of Olean, N. Y., disapproved of the methods of advertising the grocers' profits for the reason that these advertisements come to the attention of the consumer. This practice was further objected to on the grounds that the gross profits are misleading and deceptive.

Still another resolution considered any jobber, broker, manufacturer or agent unfair who sold a catalogue mail-order house and at the same time sought an outlet for his foods through the retailer. According to the resolution, the retailers are to give their loyal support to all manufacturers, jobbers, etc., who protect the retail merchants by refraining from selling such institutions.

Manufacturers who solicit orders direct from consumers, same to be filed by the retail merchant without having secured the consent of the retail merchants, came in for denunciation as not only being aggravating and unbusinesslike but unfair and unprofitable to the retailer.

This resolution requested manufacturers to place their goods in the regular way or obtain the consent of the dealers in advance of the solicitation.

A resolution was put through without opposition defining the wholesaler as one distributing to the retail trade exclusively, and that the term retailer shall apply to all firms supplying consumers, and that a consumer was one who purchases commodities for consumption on his own premises. It placed in the consumers' class hotels, restaurants, boarding houses, camps of all kinds, railroads, saw mills and steamships. This resolution recognized the right of the wholesaler to receive from the manufacturer and producer a lower price than is made to the retailer, but recommended that the wholesaler distributing to the consuming trade shall be recognized as a retailer and charged the retailer's price.

A resolution which slipped through apparently unnoticed recommends to the Executive Board of the National Association that they use their best efforts to eliminate the semi-jobber.

The net weight question was evaded, and a press agent committee was appointed to "protest" against criticism of retailing. 180 delegates were present and the old officers were re-elected.

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R. F. Ayers, who was connected with the A. R. Elliott Agency, of New York, has become advertising manager for the Bush Terminal Company, of New York, with a contract for two years' service. His new position is an outgrowth of the Bush Terminal advertising campaign, with which he had largely to do. The campaign in the New York dailies Mr. Ayers describes as remarkable for the number of replies and the resulting business written from men at points distant from New York. In November or December next it is planned to use a large list of magazines for a really national Bush Terminal campaign.

**A Quality City—Million a Month Payroll**

**150,000  
Trading  
Population**

**TRENTON**

**A Strategic City**

**AN IMPORTANT INDUSTRIAL CITY—**  
POTTERY and TILE CENTER of United States.  
48 plants, \$10,000,000 yearly—World Famous  
Roebing Cable and Iron Mills—Rubber and  
Linoleum, 20 plants, \$10,000,000 yearly.

**LEADING TRANSPORTATION CENTER—15**  
Trolley Divisions, 350 Miles Track; Pennsylvania  
and Reading R. R. Main lines and 12 divisions;  
steamboat, river and canal.

**An Independent City—absolutely free of the metro-**  
politan influences which dominate North and South  
Jersey—beyond commuting range of Philadelphia  
and New York.

**A HOME and Family City located in Central New**  
Jersey surrounded by the richest agricultural terri-  
tory in the East.

**A GROWING PROSPEROUS CITY** which knows  
neither panics nor strikes.

**TRENTON SHOULD BE FIRST—MAY** we tell  
you **WHY?**

*Information about Trenton cheerfully furnished. Circulars available.*

**C. F. KELLY & COMPANY**

Metropolitan Building, New York  
FOR PRESEN  
Peop

**Payroll A Quality Paper—Two-cent Evening Daily**

**TOTIMES**

**ic City Dominant Paper**

**20,000  
Guaranteed  
Circulation**

**THE ONLY EVENING PAPER**—home delivered circulation in 75 suburban towns, but one edition—no duplication.

**THE ONLY INDEPENDENT DAILY** and a power in an alert and prosperous territory—accurate in its news, aggressive in its editorials, clean in its advertising, honest in its circulation and true to its rate card—**THE HOME AND FAMILY PAPER.**

**200 ADVERTISERS ENDORSE IT**—in 1909 over 200 general advertisers used space—classified exceeds all other dailies by 200%—All Local merchants use **TIMES** liberally—many exclusively.

**THE ACID TEST**—We hold 95% of the penny circulation in face of strong circulation attacks by N.Y. and Phila. papers following our raise from one cent 12 months ago—these 27 penny dailies have less circulation here than they did then—shall we send you their actual circulation here?

*Circulation, Sworn statement, sample copies and rate card, on request*

**C. F. KELLY & COMPANY**

**FORE REPRESENTATIVES**

**New York People's Gas Building, Chicago**

# A Valuable Advertising Record Book Sent Free

We have prepared for the use of advertisers a very convenient blank book, ruled and printed, to keep a record of the following points about advertising:

1. Name and address of paper.
2. Frequency of issue.
3. Key number.
4. Number of insertions.
5. Cost per month.
6. Number of lines used.
7. Total cost in each paper.
8. Daily returns.
9. Total replies from each paper.
10. Cost per reply in each paper.

This record will answer the vital question, "Which mediums PAY, and which do not?" It will enable the advertiser to hold fast to the mediums that yield a profit, and drop any which he is merely helping to support.

We send this book free to advertisers, because the FARM JOURNAL often brings GREATER RESULTS THAN ALL OTHERS USED PUT TOGETHER, and we like to have this important fact made plain.

Do you want a copy?



Forms for July FARM JOURNAL close June 5th. \$3.50 a line for over 750,000.

**WILMER ATKINSON COMPANY**  
PUBLISHERS  
PHILADELPHIA

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NEW

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# PORTLAND'S BIG NEWS NEWSPAPER, MAGAZINE AND FARM CAM- PAIGN.

BIG BUSINESS MAN'S REMARK RE-  
SULTS IN FULL PAGES IN NEWS-  
PAPERS — COST OF INQUIRIES —  
\$30,000 NOW TO BE SPENT IN VA-  
RIOUS MEDIUMS.

By F. I. Gollehur,

Vice-President, Chapman Advertising  
Co., Portland, Ore.

"Wall Street has picked Port-  
land, Ore., to be a big city, Tom,  
and is backing up its opinion with  
millions!" emphatically declared  
Theodore B. Wilcox, head of the  
great flour mills there, to "Tom"  
Richardson, Portland's official  
"booster," some time ago.

Shortly afterward full pages in  
leading newspapers throughout  
the country were headlining his  
very words in an advertising cam-  
paign resounding the whole length  
of the country.

Richardson had been so im-  
pressed with the words that he  
called up the Chapman Advertis-  
ing Co., which was employed by  
Portland.

"It's a stemwinder and a cracker-  
jack," said Chapman, when he  
heard the phrase. "It's the best  
ever. It will make everybody sit  
up and take notice. Let me write  
it down."

The next thing was to get up  
the ad and get the money. Chap-  
man got busy with his art staff.  
"Give me a picture of a man who  
is the embodiment of the money  
power," said he. "Spread a map  
in front of him, showing the con-  
tour of the Columbia valley with  
its one outlet, and have him jab-  
bing his index finger at Portland."

Seven sketches were made be-  
fore the conception was fulfilled  
on paper—one which had all the  
news attractiveness of a Sunday  
feature.

With the sketch under his arm,  
Richardson started out to raise  
the money. The agency had pre-  
pared a list of twenty-five Sunday  
papers, being the ones which had  
produced the best returns for  
small-space advertising placed for

Pacific Northwest communities,  
development leagues and land  
companies during years of experi-  
ence. The total footed up \$10,000.  
It was hardly expected to get a  
third of that sum. But with the  
advertisement displayed, Richard-  
son got \$4,000.

It was necessary to trim the  
original list of twenty-five papers.  
The eight papers which survived  
the trimming did so entirely on  
the showing of actual returns—  
genuine records of results—tab-  
ulations of inquiries received  
during six years from hundreds of  
small advertisements which had  
appeared principally in the class-  
ified columns under the headings  
of "Farm Lands" and "Business  
Opportunities." In some cities,  
where more than one paper had  
made a good showing, as in St.  
Louis, where the *Sunday Globe-  
Democrat*, *Post-Dispatch* and *Re-  
public* ran neck and neck, the  
choice was by the narrowest kind  
of margin. In Chicago, both the  
*Tribune* and the *Record-Herald*  
had "made good," and both were  
used. In the Twin Cities, the pull-  
ing power of the *Sunday Tribune*,  
*Journal* and *Pioneer-Press* for  
years had been nearly on a par,  
but the *Tribune* had the very  
slight advantage that determined  
the choice. The eight papers used  
were:

New York *World*, Chicago  
*Record-Herald*, Chicago *Tribune*,  
St. Louis *Globe-Democrat*, Omaha  
*Bee*, Kansas City *Star*, Indian-  
apolis *Star*, Minneapolis *Tribune*.

In preparing the reading matter,  
Mr. Richardson, his correspond-  
ence manager, W. L. Crissey, and  
his publicity manager, Clarke Wil-  
liams, and Mr. Chapman, collab-  
orated. Chapman used the blue-  
pencil, gleefully butchering copy  
not his own. The finished adver-  
tisement did everything that was  
expected of it, and besides brought  
an avalanche of inquiries.

Inquiries were not the purpose  
of the advertisement. What was  
wanted was publicity. The in-  
quiries poured in, however, at  
about the same rate as came from  
small copy. In other words, the  
page ad pulled as many inquiries  
in one insertion in eight papers as

normally were received in one week from 21-line copy running steadily in 30 papers where the Portland Commercial Club advertises regularly, using its little oval display, which, while running, brings from 200 to 500 inquiries a week. Repeated experience in community advertising has demonstrated that for bringing inquiries, small copy is as good as large, while being much less costly and really more dependable.

From small copy, the average

used in the initial expenditure was due to the fact that the appeal was directed to the cities, and quick action was wanted. Now that the publicity merit of large space has been demonstrated, it is proposed to go vigorously into the standard weeklies and monthly magazines. An expenditure of \$30,000 has been planned, and the new list, based partly on publicity value as well as inquiry bringing achievements, is as follows:

**Magazines—***Success Magazine, Saturday Evening Post, World's Work, National Hibernian.*

**Farm papers —** *Northwestern Agriculturist, Farm and Home, Farm and Fireside, St. Paul Farmers' Dispatch, Iowa Homestead, Up-to-Date Farming, Fruit Grower, St. Joseph, Mo.; Orange Judd Farmer, St. Paul Farmer, Twentieth Century Farmer, Farm and Ranch, Hoard's Dairyman, Field and Farm, Kansas Farmer, Mail and Breeze, Oklahoma Farmer, Missouri Valley Farmer, Dakota Farmer, Indiana Farmer, The Farm Home, Register and Farmer, Toledo Weekly Blade, St. Louis Twice-a-Week Republic, Kansas City Weekly Star, Kansas City Weekly Journal, Minneapolis Farmer's Tribune, Kansas Weekly Capital.*

**Newspapers —** *Chicago Record-Herald, Chicago*

*Tribune, Chicago Daily News, Minneapolis Tribune, Minneapolis Journal, Indianapolis Star, Indianapolis News, Kansas City Star, Kansas City Journal, Denver Post, Denver Rocky Mountain News, Buffalo Express, Duluth News-Tribune, Cincinnati Enquirer, Louisville Courier-Journal, New York World, Des Moines Capital, Omaha Bee, Cleveland Plain Dealer, Woman's National Daily, St. Louis Globe-Democrat, St. Louis Post-Dispatch, St. Louis Republic, Baltimore News, Pittsburg Dispatch, Journal, Atlanta Constitution, Los*

## WALL STREET

Through its Transportation and Financial Kings has Devised that Portland is to

be the big City of the Pacific Coast and is pouring its Millions into Oregon for Development.



Wonderful Facts are These

Portland Commercial Club  
Portland, Oregon

ONE OF THE FORCEFUL PAGE ADS.

cost of inquiries for over 130 communities, leagues and land companies whose advertising has been placed by the Chapman agency, has been 21 cents. For some individual customers it has averaged as low as 7 cents. From some papers, chiefly farm journals, it has averaged as low as 2 cents.

The new campaign, for which funds are now being solicited, is planned to include magazines and farm journals as well as the leading Sunday papers. The periodicals have vindicated themselves over and over again as inquiry producers. That they were not

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Angeles Times, Sioux City Tribune, Milwaukee Sentinel, Detroit News-Tribune, Philadelphia North American, New Orleans Times-Washington, D. C., Times, Atlanta Democrat, Boston Globe, Boston Herald, Des Moines Register & Leader, Boise Statesman, Boise News, Salt Lake Herald-Republican, Anaconda Standard, Butte Miner, Great Falls Tribune, Helena Record, Colorado Springs Gazette, Spokane Spokesman-Review, American Sunday Magazine (Hearst's), United Sunday Magazine, Associated Sunday Magazine, St. Paul Pioneer-Press.

Anyone who has passed the hat for community advertising realizes that the collection of \$30,000 for a one-page flash is no easy matter. But part of the money will be subscribed—probably no mean total—and then the trimming process will be applied and the gilt-edged few will get the advertising.

The regular advertising fund of the Portland Commercial Club, while amounting to over \$5,000 a month, has to carry all the expense of the city's promotion work, the correspondence and press bureaus, and the organizing work done in behalf of the smaller communities of the state. Then, too, there are booklets to print. As a result, the money actually expended for paid advertising out of the regular fund is very small. It is used for inquiry-producing small-space advertisements—excepting full pages in the *Pacific Monthly*, *Sunset Magazine* and *Better Fruit*, the three Pacific Coast periodicals which are doing the most effective work along development lines.

\*\*\*  
The Publicity Committee of the Chamber of Commerce of the city of Springfield, Ill., is perfecting a plan for advertising that city in the leading publications having a national circulation, and through other lines of publicity. Col. Charles F. Mills, the chairman of the Publicity Committee, is ably supported by a number of the most aggressive advertisers of said city.

The St. Louis Billposting Company is conducting an outdoor campaign in St. Louis for the following advertisers: "Sen Sen" Gum, Armour's "Star" Hams and Bacon, and "Fer-Mil-Lac."

## How About You?

We have talked a good deal during the last fifteen years about the quality circulation of *The Ladies' World*.

We have shown you pictures of the homes where the readers of *The Ladies' World* live—the kind of homes where only the best of everything is used.

We have talked through our magazine columns continuously to these readers for fifteen years on the quality that is back of the advertised trade-marked article until—

Our readers demand that quality from their dealers.

We can show you many articles that attained national prominence by the co-operation we have helped establish between producer, consumer and middleman.

We can do the same for any other producer who has meritorious goods to sell and who wishes the co-operation represented by a circulation in nearly 600,000 of the best homes in the country—600,000 home buyers to whom we have taught the doctrine that "quality is back of the trade-mark."

They believe in us and in the products advertised in our columns.

Have you something you want them to know about?

THE  
**LADIES' WORLD**

New York

S. H. MOORE CO., Publishers

## THE RAPID MOVEMENT OF CANADIAN POPULA- TION.

103,798 AMERICANS SETTLED IN CANADA IN PAST YEAR—COST OF PERSUASION PER CAPITA GOING DOWN — \$400,000,000 SPENT BY AMERICANS IN LAST TEN YEARS—EXAMPLES OF PICTURESQUE GROWTH.

"The Last, Best West" is what the thousands of Americans who have gone to Canada call the land of their new allegiance.

"There is enough land in Western Canada," said J. J. Hill, recently, "if properly tilled to feed every mouth in Europe." Western Canada is 50 per cent larger than our own Western States. That fact, together with the allied fact that the territory offers unheard-of agricultural, mining and industrial possibilities, accounts for the very numerous exodus from the States to the Dominion.

During the fiscal year ending the first of April, 1910, 103,798 immigrants from the United States settled in Canada, which represents twice the corresponding figure for the year previous. During March alone 33,065 crossed the border-line, which is 8,000 more than the total immigration for the year 1902. On the other hand, the cost per capita to the Dominion Government of persuading these thousands to immigrate has steadily gone down from \$7.98 in 1901 to \$4.28 in 1908. By far the greater amount of our population goes from the States of Minnesota, North Dakota, South Dakota and Michigan.

These migrating Americans are usually well-to-do. For instance, Lord Strathcona, high commissioner for Canada, has been informed by the Minister of the Interior of Ottawa that in two days recently 150 persons having assets of a total value of nearly \$200,000 passed through St. Paul en route to the Canadian West. The Canadian banks showed an increase in deposits during March of nearly \$8,000,000. It is es-

timated that American immigrants to Canada enrich the Dominion at the rate of \$1,000 per capita. The United States consul at Windsor, Ont., estimates that there was a total of \$90,000,000 during the calendar year 1909 thus taken over the border.

### GENERAL POPULATION INCREASE.

Western Canada has increased its population 800,000 since 1891. Of that number, by far the greater per cent has been from the States, composed of settlers who retain a strong affection for the land of their birth and for its manufactures. When the silver spike which marked the completion of the monster trackage improvements at Montreal was driven, Hon. L. P. Brodeur, K.C., M.P., Dominion Minister of Marine and Fisheries, said: "There is authority for saying that in the last ten years, or since what is termed the American invasion of the Canadian West, began, the Americans have brought into Western Canada and have spent for the purchase of farms, lumber limits, elevators, stores and what-not not less than \$400,000,000, or more than our net federal debt and the net debts of all the individual provinces combined."

The total population of the provinces in 1901 was 5,371,315; in 1910 it is 7,350,000, made up as follows:

Ontario .....	2,619,025
Quebec .....	2,088,463
Maritime .....	1,038,112
Manitoba .....	466,868
Saskatchewan .....	341,521
Alberta .....	273,859
British Columbia .....	289,516

### RAPID INCREASE IN WESTERN CANADA.

The total immigration into Canada from all points during eleven months ending February, 1910, was 175,729, an increase of 25 per cent over the figures for the previous year. On April 15th more than 6,400 immigrants arrived at the port of Halifax alone. During a recent week 11,972 immigrants were delivered at Halifax and St. John, the greater number continuing on to the West.

Hamilton Peltz, a special cor-

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respondent in Canada for the New York Herald, describes the growth of the Northwest as follows: "More than two hundred new towns have been established in the prairie provinces within a few years. Most of them are now prosperous business centers and shipping points controlling the trade of large areas of fertile agricultural lands."

The growth of Kindersley, the first divisional point on the Canadian Northern Railway's new line to Calgary, which is being built through the great Saskatchewan plains from Saskatoon, is a typical illustration. On October 5th the first town lots were sold, representing a total of \$40,000 worth. On October 14th a board of trade, with twenty-three charter members, was formed. On November 10th the town was supporting a population of 500, with four general stores, two hardware stores, three restaurants, six lumber yards, one blacksmith shop, barber shop, poolroom, laundry, two real estate offices, two implement warehouses, four coal dealers, three livery stables, two doctors and two druggists and a hotel with 200 rooms.

"Deslis'e shipped a million bushels of wheat in the first year of its existence. Zealandia, within ten months of its birth, had four elevators to receive the wheat that was marketed at that point."

It has been said of the United States that it is a gigantic melting-pot, in which all nationalities are made one. That is even more the case with Canada. For instance, the city of Winnipeg has a population of 140,000. It will doubtless be many times that in a decade or so. Yet Winnipeg had its beginnings in the '70's as a mere village on the Red River. Not until ten years later did it hear a locomotive. Now it has upwards of twenty-two pairs of railroad tracks radiating from it. To-day on the streets of Winnipeg all classes of people are to be found, from the cowpuncher to the department store salesman, from the grunting Indian to the hustling American traveling salesman and tile-hatted capitalist.

*The Standard Paper for Business Stationery—"Look for the Water-Mark"*

**T**HERE can be no stronger proof of the worth of an article than the fact that it is widely imitated. Makers of bond paper have imitated both the name and the quality of

## OLD HAMPSHIRE BOND

It still remains the standard, correct in every particular. For business or men's social correspondence **OLD HAMPSHIRE BOND** meets every requirement of the most exacting man.

Let us send you the Old Hampshire Bond Book of Specimens. It contains suggestive specimens of letterheads and other business forms, printed, lithographed and engraved on the white and fourteen colors of Old Hampshire Bond. Write for it on your present letter-head.



## Hampshire Paper Co.

The only paper makers in the world making bond paper exclusively.

## SOUTH HADLEY FALLS MASSACHUSETTS

*Made "A Little Better than Seems Necessary"—"Look for the Water-Mark"*

## SOME PERTINENT "WHYS" ABOUT CANADIAN TRADE.

ERRORS AND OMISSIONS BY UNITED STATES MANUFACTURERS SEEKING BUSINESS ACROSS THE BORDER—INAPPROPRIATE METHODS AND SHORTSIGHTED POLICIES.

*By Austin Addison Briggs,*

Formerly Advertising Manager, McClary Manufacturing Co., Canada.

Why do so many foreign advertisers conduct Canadian follow-up systems, in which the reply envelopes have foreign stamps?

Why do they ask their Canadian readers to fill in a coupon in which the word "State" appears?

Why do they run copy in Canada, in which such phrases as "Every American Citizen will want these goods" greet the eye?

Why do they use advertisements in which only home offices appear and the Canadian reader is not told where to buy or how to buy?

Why do they select the street cars only, and pass by the other media?

Why do they place their business through a home agency, probably unacquainted with the trade problems of Canada?

Why do they gauge their appropriations on the same basis as in their own country when the conditions call for entirely different plans?

Why do they expect to score a success on "sudden death" advertising?

Why do they insert advertisements containing aphorisms applicable only to their own country?

Why do they employ comparisons that have no relevancy in Canada?

Why do they quote prices f. o. b. warehouse on dutiable goods?

Why do they use Canadian trade lists ten years old?

Why do they expect jobbers to stock up goods for which no demand has been created?

Why do they employ the costly house to house canvass?

Why do they put on a consumer

campaign without having considered all the stages leading to the sale?

Why do they look for inquiries in heaps?

Why do they ignore the fact that Canada, as well as other countries, has a foreign population?

Why do they run dead copy in trade papers?

Why do they advertise nationally without preparing for effective national distribution?

Why do they run copy "generally" when there are specific conditions governing each province?

Why do they remain ignorant of the fact that Canadian newspapers are divided into (1) National papers; (2) Large city dailies of general circulation; (3) Town dailies of local and district circulation and their weeklies; (4) Small town weeklies?

Why do they overlook Canadian systems of credit?

Why do they leave routing entirely to the railways and jobbers?

Why do foreign advertisers do these things and expect to "win out"?

## OUR ART CRITIC HAS ONE FRIEND, ANYHOW.

THE ART STOVE COMPANY.

DETROIT, MICH., May 10, 1910.

*Editor of PRINTERS' INK.*

The writer is in receipt of your circular letter of the 5th stating that I am "missing something" and I shouldn't be, and I take pleasure in advising I am not missing a thing; not even a number of PRINTERS' INK.

I have been receiving this "most looked-for advertising helper" for the past year or two, it being sent to the firm with which I am connected and also paid for through the same channel.

After thoroughly reading an issue of PRINTERS' INK, I am on the watch-out or waiting for the following number. Many articles have appeared in the "Little School Master" which have been beneficial to me in my line of work.

I take particular interest in your Art Criticism columns and feel that if one will watch this department he can obtain much help in preparing illustrated matter.

Your letter of the 5th is good enough to pull \$2.00 from any who are not now subscribers to PRINTERS' INK, but I believe I prefer to hang on to my \$2.00 until my subscription needs to be renewed.

ROBERT T. WALSH.

# SCRIBNER'S

for JULY, AUGUST and  
SEPTEMBER

will contain some of the most thrilling of Mr. Roosevelt's African adventures. His homecoming will add interest to the closing chapters of this greatest series of hunting stories ever published. The natural enthusiasm inspired by Mr. Roosevelt's presence here, as well as the unlimited publicity attending him everywhere, will give a lively impetus to the sale of Scribner's during the summer months.

Mr. Roosevelt's own account of his African trip, published exclusively in Scribner's, is being followed by such an extraordinary number of readers that

## SCRIBNER'S

in JULY, AUGUST and  
SEPTEMBER

is bound to lead all other mediums in advertising effectiveness.

**\$300 PER PAGE FLAT**

## VARIETY AS THE SPICE OF ADVERTISING.

SOME INTERESTING REMINISCENCES  
OF OLD-TIME ADVERTISING SUCCESS  
—HOW THE COLUMBIA CHAINLESS  
WAS PUT ON THE MARKET.

Before the West Side, New York, Y. M. C. A. Advertising Forum recently, Manly M. Gillam, advertising counsel for the New York *Herald*, and formerly advertising manager for John Wanamaker, made an address in which he said among other things:

The secret of good advertising, as I see it, is to be thoroughly well informed as to the article you are advertising and to be enthusiastic about it. I believe that any advertising man who is enthusiastic about his goods should be able to sell them.

Of late that unquestionably able editor, Mr. Brisbane, and also Elbert Hubbard, have expressed themselves upon the difficulties of advertising. I must disagree with them. I believe that if you have the foundation of enthusiasm and knowledge of your subject successful advertising is not difficult, but to have that foundation is the primal thing.

I remember when I was on the Philadelphia *Record* that a new comic opera with the scene laid in Japan, written by a man named Willard Spenser was to be put on at the Temple Theatre, which seemed to be hoodooed and which had been the scene of many an ill-fated theatrical effort. I was asked to do the advertising. At that time we knew much less about Japan than we do to-day. I remember I read up just as much as I could about The Mikado's Land and discovered some very interesting facts about the customs of the people. I found, for instance, that the Japanese when they met a friend, do not shake hands with the friend but with themselves; that they saw wood by pulling instead of pushing downwards, as we do; that they sleep with a light near the head to scare away the evil spirits, etc.

I took up these customs one by one in my daily ads in the *Record*, making my appeal a thoroughly human one. Then down below, in very small type, I made the announcement of the forthcoming new opera. Anybody who had the blessed felicity of living in Philadelphia at that time will remember the mild sensation which took place when that play opened, and the Temple Theatre was jammed. Only the run of "Pinafore" exceeded it as a success.

One of the great faults of advertising to-day is that it is too imitative. Monotony attracts little attention. When I was in Detroit last month I told my brother ad men there that John Wanamaker was spending at the rate of over a million dollars a year in New York in advertising. They thought that exorbitant. But, as I see it, the one salvation of the four advertising pages which Mr. Wanamaker has in New York every night is that they are unique. I wouldn't say they are not worth the money as long as they are novel, but if all the department stores were doing it these pages would be very extravagant. The great redeeming feature of the electrical signs along Broadway is that they have not become numerous enough yet to be monotonous.

Some years ago I was walking through Mr. Wanamaker's store with him. The place was literally filled with signs. I called his attention to the fact, noting that, because there were so many such signs, their effect was largely lost. He saw my point and ordered practically all of them down. I went into a spinning mill not long ago where there were eighteen thousand spindles working. They made so much noise I did not know whether I was alive or dead, but I noticed that the people who worked there heard each other when they talked in an ordinary tone of voice. It is just the same with advertising. You can put too much noise into it. The thing to do is to get that particular noise which will get to the ears of those you want to reach.

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It may be of interest to learn how we put the first Chainless Columbia Bicycle on the market. I was advertising counsel of the Pope Manufacturing Company until its amalgamation with the American Bicycle Company. Our great fear was that the particular type of chainless construction we were to adopt would leak out. I wrote the new chainless catalogue in such a way that Colonel Pope said he wanted a chainless right away. At that time we had more than 3,000 agents. We sent one chainless to each of these men. Packed in the crate with it were these catalogues. A great many broadsides explaining chainless construction, predigested matter for the newspapers, printed cards and electros for our 50-line double-column ads, and also electros for the use of newspaper reporters, showing the bicycle dissected and assembled, were sent out so that they would reach each of these agents before a certain date, and with them went instructions that they should not

be opened until the date decided upon.

When the day came it was such a success as I have never known of elsewhere. From coast to coast we got columns of free notices in the newspapers—voluntary write-ups, which are the most valuable. I never attempted to "work" a newspaper, I never thought of it, but I did attempt to create such a news condition that they had to take notice of it or else get "scooped."

It was the same way when we brought over the first horseless carriage. We didn't call them autos in '95. I had it equipped not as a pleasure vehicle, which would have made it too bold advertising for the newspaper to notice, but rather as a delivery wagon, and let it appear as if we had it in mind to solve, if possible, the great delivery problem of this city. That took the sting out of what we were doing; that made it interesting to the newspapers. That made it so that they were forced to notice the test or be beaten.

# THE GEORGE L. DYER COMPANY

## 42 Broadway, New York

Successor to

Arnold & Dyer Advertisers Agency

Philadelphia and New York

Newspaper, Magazine, Street Car  
and Bill-board Advertising  
Business Literature  
Publicity and Merchandising Counsel



## ADVERTISING AND EDUCATION.

SPREAD OF KNOWLEDGE A VITAL FACTOR IN ADVERTISING SUCCESS—CANADA'S ASSIMILATION OF IMMIGRANTS—CHANGING CHARACTER OF ADVERTISING — ADDRESS AT WINNIPEG.

*By O. S. Perrault,*

Secretary and Advertising Manager,  
Imperial Tobacco Company, Canada;  
President Montreal Chamber of Commerce.

Some people are inclined to bemoan the fact that advertising is not an exact science. But, would not our occupations become somewhat dull if we knew exactly what would happen when we issued certain advertisements?

Have we not all seen what appeared to be in every way splendidly conducted advertising campaigns which for some unaccountable reasons did not bring the desired results? One is continually experimenting and trying to find out why such things happen, and this is going on the world over. The advertising man who is earnest and devoted to his calling leads a strenuous life; that is its charm, because it demands an alertness which develops his best.

At the same time, we can, I think, pride ourselves on the fact that advertising is not so haphazard as it used to be. Take up an old magazine or an old newspaper, and you will at once realize that great progress has been made, and that the advertiser of to-day compels attention in a more direct and forceful manner than in those days. But is it not a fact that womenfolk now are far more interested in the newspaper advertisements of the departmental stores than they are in the so-called news? The reason is that the departmental store people so prepare their advertising matter that it compels attention by its freshness and vitality. Then again, we find many people nowadays who get more enjoyment out of reading the advertising pages of the newspapers and the magazines than they do from the inside matter. If there is one thing more

than any other that advertising men have to be thankful for, it is the spread of education which enables them to appeal to people's intelligence, with better proportionate results than was formerly possible. The Chinamen in Canada, for instance, are, many of them, adopting the Canadian clothes and civilization, not forgetting the cigarettes. I should imagine that in Winnipeg you gentlemen have noticed still more striking instances of the way immigrants of all nationalities become Canadianized. To see the strange specimens of humanity who daily crowd the wharves and railway depots, passing through on their way to Canada's great West, is a marvelous sign, and I have often wondered whether we should recognize these people at all after they have lived a few years out West. Apart, altogether, from the moral point of view, it seems to me that, just as a matter of business, we advertising men should encourage the spread of education in every possible way. Permit me to say that I consider the newspapers of Winnipeg are exercising perhaps the greatest of educative influence upon the people of the last West.

We can trace the evolution of advertising from its crude beginning to the time when education began to be general—and advertisers took advantage of it by discarding the big drum and the bell, and using instead the newspapers, magazines and printed placards on walls and fences, bulletin boards, in cities and villages. We can, however, notice a great contrast in the character of the billboards of to-day, as compared with early efforts. Printing processes have vastly improved, and the resources of the artist, the sign painter, the bill poster and the electrician are now made use of in a manner which would furnish any "Rip Van Winkle" with perhaps the biggest surprise of all. These things are all the more effective because of education, and the advertising of Canada which has done the most good has already been in the nature of an educational campaign.

## EDISON AND BELL WERE BORN IN 1847

❏ The process of insulating wire was discovered in 1847.

❏ The first electric car was invented and exhibited in 1847.

❏ Experimental electric lights were made in 1847.

❏ In a year made notable by electric achievements and by the birth of the world's greatest electrical inventors, it was fitting that the *original* Rogers Bros. should perfect the process of electro-plating silverware.

❏ This important date in our history is kept constantly fresh by the persistent advertising of "**1847 ROGERS BROS.**" silver-plate.

❏ This famous trade mark today represents the *original* Rogers ware, the heaviest triple plate, and the largest silver business in the world!

In 1847  
the Capitol at  
Washington  
was first  
lighted with  
gas

**MERIDEN BRITANNIA CO.,**  
(International Silver Co., Successor)  
MERIDEN, CONN.

## WATTERSON TALKS NEWS- PAPER STANDARDS TO CANADIAN PRESS.

PLEADS FOR DECENCY—SAYS NEW  
YORK SUFFERS FROM ABSENTEE  
LANDLORDS—PREFERS IMPERSONAL  
NOTE—PAPER SHOULD BE PUBLIC'S  
PERSONAL REPRESENTATIVE.

[NOTE.—The following are extracts from an address delivered before the Canadian Press Association at Toronto last week by Col. Henry Watterson, the famous editor of the *Louisville Courier-Journal*.]

I am not an advocate of personal journalism. I began my career as a devotee of impersonal journalism, attached to the broad columns and the air of deep mystery of the London journals. For a long time I did conceal my personality behind a greater one, that of my chief, George D. Prentice, until he died. Then people thought the paper was dead, and that the young man who succeeded him was worse than dead—rotten. So in self-defence I had to prove that I was alive. I was dragged by the hair of my head into the limelight, and there I have been ever since.

The press of New York suffers from absentee landlordism. The great owners all live abroad, and the staffs are continually being changed.

We hear a deal about yellow journalism. It is much like the pot calling the kettle black. Offences against decency are more or less relative and qualified. More and more will newspaper owners and makers discover that integrity and cleanliness pay the best dividends. The scandal-monger will, in time, be relegated to the category of the unprosperous as well as the disreputable, and the detective be driven out of the newspaper service, where he should have no place, to the company of the police, where he alone belongs. We can as little expect that each newspaper worker shall be a gentleman as that each lawyer and each doctor shall be a gentleman; but manly conduct and aspiration should fix the rule, the brutal and vulgar the exception, the journalistic brand no less ac-

cepted and honorable than that of physic, divinity and jurisprudence.

The newspaper is the history of yesterday. It is made to sell, assuredly; but it is not a commodity, like drygoods, pork and beans, hardware and cutlery. It may not care to have any opinion. But, in case it does, it should seek and aim to be a keeper of the public conscience, counsellor, not a corner groceryman.

The leading editorial, whose disappearance is predicted and whose decline is obvious, has suffered most by the transition process from the personal to the impersonal. There was exhilaration in pistols and coffee. The duello was more interesting and less expensive than the libel suit. The good old times of gun-play are, alas! no more. If a gentleman nowadays shoots another gentleman they call it murder. Most of us have to work for a living, and some of us even to be trained to it. I do not wonder that the wooden-nutmeg affair in big type, which, for the most part defaces the editorial page, as it is called, having nobody behind it, and neither continuity of purpose nor the spirit of intellectual rectitude and accountability, has fallen into discredit. It might as well be dispensed with. It is no longer an effective nor an engaging arm of the service. But the rationale of the day's doings, rendered with good sense and in good faith by a self-respecting, conscientious writer, will always command attention and be worth its space. But it must be absolutely disinterested and genuine, recognized, no matter how mistaken, as honest, not to be bought by patronage nor bullied because afraid.

In a word, I do not think the newspaper should consider itself as a public prosecutor; rather the personal representative, friend and neighbor of good men and good women, pouring in upon the community the sunshine of heaven, not kindling and stirring the fires of hell; its aim and end, first, last and all the time, to enlighten and to brighten, to radiate and to warm, not to embitter, to browbeat and to dazzle.



## The Buying Power Of Our Readers

and their intelligence makes a big impression on one of our advertisers. He says orders come in very rapidly, and the inquiries are of a much better class than he's ever received from any paper. He has to reply to them by especially dictated letters—his *form* letters won't do. That the readers of that twice a month farm paper

## FARM AND HOME

are farmers with buying power, and that they *are* buying the expensive luxuries, as well as agricultural necessities that are advertised in it, is shown by the picture above of one of our subscriber's homes, which is truly typical. The best-known general as well as agricultural advertisers are proving the value of FARM AND HOME'S

## 500,000 Circulation

Our readers are farmers who are *spending* as well as making money. Let us send you our book of views taken at random, showing *how* they live, *what* they are buying. We guarantee our advertisers and accept no medical, financial or doubtful ones, so you get our readers' confidence at once.

### THE PHELPS PUBLISHING COMPANY

439 Lafayette St. New York City    1-57 W. Worthington St. Springfield, Mass.    1209 Peoples Gas Bldg. Chicago, Ill.

Over 30 per cent  
of the population  
of Canada are  
French speaking.

NEWSPAPER

Quantity

IN CANADA

Over 80 per cent  
of the population  
of Quebec province  
are French speaking.

IN classifying Canadian daily newspapers according to circulation, La Presse easily takes first place. As the first and only Canadian daily whose circulation has reached the 100,000 mark, it possesses the element of *Quantity* in circulation in the highest degree.

THERE is no paper in Canada that presents the important feature of *concentration of circulation* to such a great an extent as La Presse. In Montreal and the other cities and large towns of Quebec province, practically the entire French-speaking population are readers of La Presse. The villages and rural districts of Quebec province are covered with equal thoroughness by La Presse, Weekly, whose circulation is more than double that of the next largest French paper of its class in Canada.

THE circulation of La Presse in Montreal and suburbs outnumbers that of its nearest French competitor in the ratio of three to one. It is a home circulation,—the most valuable kind,—and includes practically all the French homes in Montreal and suburbs and the great majority of those throughout the other parts of Quebec province. It is a circulation that will take your message into tens of thousands of Canadian homes that can be reached by no other means.



LA PRESSE  
MONTREAL CANADA

Brunswick Building, New York—Wm. J. Norton

Over 70 per cent  
of the population  
of Montreal are  
French speaking.

FACT brought out by the recent  
newspaper census of Montreal is  
that the circulation of La Presse is  
relatively strongest in those parts which  
may be regarded as the elite sections of  
the city. In these localities, an excep-  
tionally large proportion of the French  
people are found to be readers of La  
Presse, which they regard as a daily  
necessity in their homes.

THIS disposes of the claim to super-  
ior quality of circulation which is  
made everywhere — Montreal in-  
cluded — by papers of small or doubtful  
circulation. La Presse has always been  
ready to supply advertisers with all de-  
tails of its circulation, both as to *Quan-*  
*tity* and *Distribution*, and believes that  
every advertiser should demand this in-  
formation before signing a contract with  
any newspaper.

THE exact proportion of the  
people who read the French  
evening papers of Montreal,  
in the above and all other locali-  
ties, is shown in the detailed re-  
port of the census referred to  
above, which is well worthy of  
the careful study of every busi-  
ness man interested in advertising  
conditions in Montreal. Full par-  
ticulars with regard to the distri-  
bution of La Presse in Montreal  
and elsewhere, will be sent  
promptly on application to the  
Advertising Manager, La Presse,  
Montreal.

**LA PRESSE**

MONTREAL CANADA



UNITED STATES  
REPRESENTATIVES

Wm. J. Norton Co. — Hartford Building, Chicago

NEWSPAPER

Quality

IN CANADA

Over 97 per cent of  
the French speaking  
population of Mont-  
real read La Presse.

## Eastern Canada Is a Great Field for the American Advertiser

**T**HE great year of 1910 promises to be the banner year for Eastern Canada's industries—agricultural—lumbering—manufacturing—fishing—which means that the people down this way will be in a better position than ever to consider your article, Mr. American Advertiser.

Now is the time to talk the merits of your shoes—or automobiles—or foodstuffs. No matter what the proposition—you have an attentive audience who not only want but demand the luxuries of life and have the money to pay for them.

### THE DAILY TELEGRAPH-SUN and EVENING TIMES-STAR COVER THE FIELD

**T**HE question of mediums to use in order to cover this territory is answered in the Daily Telegraph-Sun and Evening Times-Star.

The amalgamation of the Sun with the Telegraph and Star with the Times on March 12th, 1910, makes these papers the greatest advertising buy east of Toronto in Canada. **Our circulation is larger than any other morning or evening paper east of Montreal, and our rates are fair.**

Any information regarding this country—trade conditions—etc., we will gladly furnish to any prospective advertiser either direct or through our special representative.

**Telegraph Publishing Co., Ltd., St. John, N. B.  
CANADA**

**FRANK R. NORTHRUP, Special Representative**

**Brunswick Building  
New York**

**Tribune Building  
Chicago**

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## OUR PRESENT TRADE STATUS WITH CANADA.

MAIN EFFECTS OF NEW AGREEMENT  
 —BULK OF EXPORTS NOT TOUCHED  
 —TALK OF FUTURE CONCESSIONS  
 —AMOUNT OF TRADE WITH CANADA — RECIPROCITY WANTED

The United States is paying dear for its snubby tariff attitude of some years ago, when Canada was more willing to make concessions than now.

As it now stands, with the recently ratified concessions, we are doing an export business with Canada amounting to \$152,560,509 in the nine months ending with March, as compared with \$113,827,240 in a similar period a year before.

The March figures alone show an increase of about \$6,000,000 over last year. We are exporting almost as much to Canada in one week as Canada exports to us in a whole year—a condition explaining our disadvantageous position in commercial politics.

Principal exports to Canada are:

Coal, bituminous.....	\$15,800,000
Coal, anthracite.....	14,100,000
Machinery .....	11,200,000
Raw cotton .....	6,400,000
Lumber .....	4,300,000
Meat and dairy products..	3,500,000
Cotton manufactures.....	3,500,000
Corn .....	3,400,000
Steel sheets and plates....	3,000,000
Chemicals, drugs, etc.....	2,700,000
Books, maps, etc.....	2,600,000
Oils, refined.....	2,600,000
Copper manufactures.....	2,500,000
Agricultural implements...	2,300,000
Household, etc., effects....	2,300,000
Horses .....	2,200,000
Paper .....	2,200,000
Furs and skins.....	2,100,000
Oranges .....	2,000,000
Builders' hardware.....	1,900,000
Twine .....	1,900,000
Bars or rods of steel.....	1,700,000
Automobiles and parts of..	1,700,000
Coke .....	1,700,000
Wire .....	1,700,000
Tobacco, leaf.....	1,700,000
Structural iron and steel..	1,600,000
Brass .....	1,500,000
Electrical instruments....	1,500,000
Seeds .....	1,200,000
Mineral oil, crude.....	1,100,000
Pipes and fittings.....	1,100,000
Boots and shoes.....	1,100,000
Wheat and wheat flour....	1,100,000

The following are the principal imports from Canada at present:

Lumber (boards, deals and planks) .....	\$15,700,000
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Copper, pigs and bars, etc..	4,600,000
Pulp wood .....	4,300,000
Hides and Skins .....	4,200,000
Wood Pulp .....	4,300,000
Coal, Bituminous .....	3,000,000
Chemicals, Drugs, etc. ....	2,900,000
Nickel Ore and Matte .....	2,900,000
Shingles .....	2,800,000
Oats .....	2,100,000
Household, etc., Effects....	1,900,000
Fresh Fish, other than	
Lobsters .....	1,600,000
Timber .....	1,500,000
Furs and Fur Skins .....	1,400,000
Lobsters .....	1,200,000
Tea .....	1,100,000
Asbestos .....	1,000,000
Seeds .....	1,000,000
Distilled Spirits .....	1,000,000
Copper Ore and Regulus ..	900,000
Cod, Haddock, Hake, etc. ..	700,000
Paper .....	700,000
Potatoes .....	500,000

These figures are much more impressive when it is understood that the United States sells to Canada two-thirds of all she buys from all countries.

More impressive still is the fact that in many lines Canada buys practically all that it consumes from the United States, as the following figures show:

	Amt.	P. Ct.
	Exptd of Total	to Consump-
	Canada.	tion.
Carriages .....	\$1,851,732	90
Cotton manufactures....	2,086,351	18
Electric apparatus.....	1,937,371	93
Leather & manufactures	2,516,654	84
Iron & steel & manuf's.	26,106,970	80
Paper & manufactures..	2,443,189	70
Provisions .....	3,791,936	90

The tariff concessions recently secured cover business estimated at \$5,000,000—only one-fortieth of our total volume of exports to the Dominion. Nevertheless, as our business with Canada is growing at the rate of 12½ per cent, all concessions are of real importance. The following are the items affected by the new agreement:

	Reduced rate of duty.
	Cents.
Dates and figs dried, per 100 lbs	55
Prunes and dried plums, raisins and currants, per pound.....	2-3
Almonds, walnuts, Brazil nuts, pecans and shelled peanuts, N. O. P., per pound.....	2
Nuts of all kinds, N. O. P., per pound .....	2
Photographs, paintings, drawings, or prints or proofs therefrom, and similar works of art, N. O. P.; blue prints, maps and charts, N. O. P.....	22½
	Per cent.
Soap powders, powdered soap, mineral soap, and soap N. O. P.	32½
Perfumery and toilet preparations	

N. O. P. used for the hair, mouth or skin.....	32½
Tableware of china, porcelain, white granite or ironstone.....	27½
Common and colorless window glass .....	12½
Watch actions and movements, and parts thereof.....	12½
Dongola and leather, dressed, waxed, glazed or further finished than tanned N. O. P.....	15
Feathers and manufactures of, N. O. P. and artificial materials for ornamenting hats.....	27½
All goods not enumerated in this schedule as subject to any rate of duty or declared free of duty and not comprising goods the importation of which is prohibited by law.....	17

The last item is known as the "*omnibus clause*." It covers a considerable variety of items not otherwise enumerated in the tariff schedules. The most important item is cottonseed oil, of which Canada imported from the States last year about half a million dollars' worth. Mineral waters and some manufactures of celluloid are also included. The trade in these last years totalled about \$100,000. The largest single group affected is dried fruits and nuts, reaching \$1,140,000.

#### CANADIANS WANT TARIFF REDUCTION.

That there is an important body of Canadian opinion in favor of more tariff reciprocity was strongly brought out at the dinner of the Economic Club, May 18th, in New York. Wallace Nesbitt, ex-Judge of the Canadian Supreme Court, said:

"If the United States were immediately, in its own interests, to lower its tariff against goods coming from Canada, there would be a two-fold effect. First, if grain, flour, breadstuffs, animals of all kinds, fruits, fish, poultry, eggs, butter, cheese, hides, and timber were allowed to be sent in practically free, the result would be a very large decrease in the cost of living, with the further result of a very much improved ability to manufacture in competition with foreign countries having a lower cost of living than at present obtains in the United States.

"On our side it would mean the opening of new country by leaps and bounds; fresh inhabitants pouring in with their purchasing

power not less than at present and constantly increasing. Does it not open out enormous possibilities in the way of trade for your manufactured goods?"

D. Lorne McGibbon, president of the Canadian Consolidated Rubber Company, said that the future relations as they affect trade between Canada and the United States rest with this country. He suggested that if the tariff was gradually reduced to a point where the protection afforded both countries would be actually—not theoretically—equalized, always giving the prime consideration to the fact that Canada has the younger and weaker industries, and that her trade preference within the British Empire must stand, he believed that the solution of the problem would be in sight.

#### UNIQUE QUAKER OATS DEMONSTRATION AUTO.

The Quaker Oats Company is trying out a new method of advertising in the South. Lately a Studebaker automobile, filled with samples, made its appearance upon the streets of Mobile. The car was fitted with a musical horn of great power and also had a glass cupola in the tonneau with a sort of gun shooting continuous streams of puffed rice, to imitate in miniature the process used by the Quaker Oats mills in manufacturing puffed rice and wheat. Louis Freeman, of the advertising department of the company, is in charge of the car.

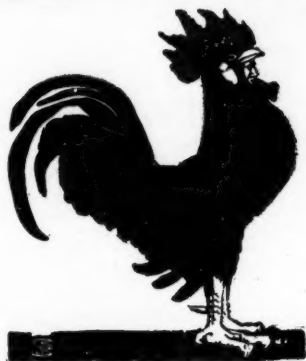
The members of the Binghamton, N. Y., Chamber of Commerce have passed resolutions as follows:

"We will not give merchandise, cash or the services of employees to fairs, bazaars or similar undertakings.

"We will not purchase tickets of admission to entertainments, balls or social functions except as individuals attending such entertainment, ball or social function.

"We will not advertise in any publication except those entered at the post-office as second-class matter or regular annual school publications."

A record has been made by the *Chattanooga News* in its issue of May 9th in volume of clothing advertising. That issue carried sixteen solid pages of such advertising, or 2,352 lines, all devoted to an announcement of the opening of a single new clothing house, "The Hub." This ad contained individual pages for Arrow collars and other trade-mark goods. The *News* recently carried in one issue twelve pages of furniture advertising from one concern and in another issue four pages of confectionery advertising from one concern.



## "CHANTECLER"

### Breaking the Record

As part of the *public-wanted* reading matter which makes the bed-rock foundation on which "HAMPTON'S" builds circulation, "Chantecler" is breaking the record.

It promises to beat the "Peary Story," which added over 80,000 to "HAMPTON'S" circulation in a single month.

Advertisers will get the benefit of the "Chantecler" increase *without additional expenditure.*

No change in our advertising rates has as yet been made.

But—such a change is inevitable.

A new rate card is now being prepared. Will you wait for it?

*WAT Black*

F. W. THURNAU,  
Western Advertising Manager,  
Hartford Building, Chicago, Ill.

Manager of Advertising,  
66 West 35th Street, New York



**T**HE supremacy of the Iowa Homestead in Iowa—the chief agricultural state of the Union—marks it as a medium in which space may be used with a fuller assurance of profitable returns than in any other American farm paper.

**JAMES M. PIERCE, Pub.**  
DES MOINES . . . IOWA

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## WHAT SELLING TO 180,000 FARMERS HAS TAUGHT ABOUT COPY.

UNION CARBIDE SALES CO. DISCOVERS  
THAT PICTURES AND FANCY  
PHRASES DO NOT SELL BEST—MEN  
THE BEST CUSTOMERS—FARM  
EFFICIENCY, BEST COPY KEYNOTE.

By M. B. Elwood.

To judge from an experience of John E. Kennedy, the American farmer has no liking for an advertisement written with clever literary turns and fanciful metaphors. What best will move his hand into his change pocket is some homely straightforward talk about the matter under discussion, without any fuss and feathers.

Mr. Kennedy was engaged three or four years ago to write a series of advertisements for the Union Carbide Sales Company, of Chicago, which finds its chief patronage among the farmers who want home-made gas. After the campaign had gotten under way promisingly, Mr. Kennedy had a bright idea. He remembered that acetylene gas was the most like sunlight of any illuminant. So he concocted a piece of copy, headed thus: "Acetylene Gas—the Little Brother of the Sun." The happy thought was passed around the office and pronounced "simply great" by everybody from the stenographer down to the office manager. With this test it was put out in a large list of farming mediums.

The Union Carbide Sales Company might as well have printed an extract from the Iliad in the original, so far as they could judge of effects.

Thereafter the copy of the Union Carbide Sales campaign was headed by some horny-handed words like "Home Made Gas Light," or "Home Made Light for the Farm." A reversion to this common or garden talk was instantly evident in the new rush of inquiries and sales.

The Union Carbide Sales campaign has been pushing substantially along now for nearly seven

years. Mr. Howe, the advertising manager, is sure that he has worked out a line of copy which is just the thing, and the only thing, for his product. He has found out, he says, that the farmer does not have to be teased into reading an advertisement by fancy layouts and space wasting type allurements. If an ad has something of concern for the farmer, he will find it out in a jiffy and read all the way through a double-column closely set piece of copy, following each line carefully, perhaps, with his index finger, and at the end feel disappointed that it doesn't have more to say. It is a fact that one of the most fruitful advertisements ever printed was in rather small type, the lines crowded close, and without a picture of any kind.

Mr. Howe has not adopted some rather pronounced ideas concerning the farm as a market without having had some interesting experiences by the way. He says that in the course of selling 180,000 farm homes he has gained many valuable pointers. He says that he finally found out that it is not the farmer's wife but rather the farmer, the *man himself*, who does most of the buying for the farm home and surroundings.

"For some time," he said, "our advertisements tried to establish a farm market by showing how fine a thing home-made gas was for the farm home. We thought it would be wise to appeal to the farm wife as well as to the farmer himself. Of course, we made sales, but our eyes were not fully opened till one of our salesmen suggested that we print a picture at the head of the advertisement of a barn, showing a team in front of the wide doors and the farmer turning on the gas by pulling a chain. In the right background was printed a half-tone of the house, glowing with light. But the barn was the big thing in the picture. We got out a circular like this and sent it out to dealers to distribute. The results were wonderful. The men warmed to the idea of an easily lighted barn like magic, and we received hundreds of letters from

them showing the keenest possible interest. We have sent out 380,000 of this circular in all.

"This experience proved to me absolutely that if you make the farmer believe that what you have to sell will make his farm or his

thing having to do with his producing ability, and also how much less he feels he can do with in the home. I am inclined to think that the farm wife herself is pretty nearly as much interested in good and up-to-date farm equipment

as the man himself. Both seem to realize keenly that, whatever they do without in the home, nothing is too good if it can increase or help increase farming efficiency.

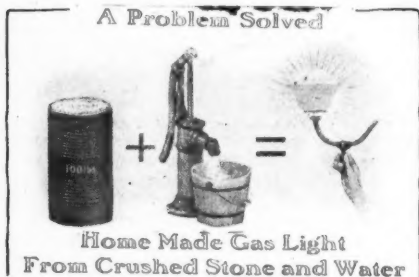
"In the folder I mentioned, we had a picture of the barn at the top, with the house away back; in the center we printed some 'straight talk,' and at the bottom we had a cut of the home, stripped of its sides, showing the distribution of gas lights. I'll quote one argument from this talk which made a big hit:

"'You can probably recall many a winter night when you came home numb with the cold, and with fingers all thumbs tried to unbolt two coats to find a match, which you tried to scratch on a damp board. After which you probably fought a few rounds with a smoky lightning-bug lantern and put in an hour doing chores that you could have done in half the time with such a light as the one shown in the picture.'

"In our advertising we aim simply to tell of the convenience and the cheapness of home-made gas, and how easily anyone who knows how even to fit a pipe can in-

stall a plant.

"The Union Carbide Sales Company has no lighting apparatus to sell, and has no alliances with any manufacturers of such apparatus. We are thus free to go ahead and secure the co-operation



**V**OLUME for volume, this rural gas actually gives twelve times more light than the best city gas.

Like city gas, it is used in handsome brass or bronze chandeliers and fixtures of endless variety.

A simple twist of the wrist turns on a brilliant flood of light in any room in the house, day or night.

It has already driven the oil lamp with its grease, smoke, soot and smell, out of 175,000 town and suburban homes.

Takes some number of every one of these 175,000 homes, fifteen minutes once a month, to make all the gas the household can use.

The magic is all in the wonderful gas-producing stone.

This stone is manufactured in huge electric furnaces, in a temperature of over 6,000 degrees Fahrenheit.

When ready to use, it looks and feels like crushed granite and is then known as Union Carbide.

Union Carbide is packed at the factory and distributed through warehouses all over the country in sheet steel cans in which it may be kept for years.

In these packages it is safer to handle and store than common coal, as it will not burn and can't explode.

The gas which this wonderful stone yields is genuine Acetylene.

And Acetylene, carried in iron pipes to ornamental fixtures, burns with a soft, brilliant, pure white light.

On account of its color, it is the easiest of all lights on the eyes, and is a boon to those afflicted with eye strain troubles.

It is not poisonous and one might sleep all night in a room with an open burner without harm.

For these reasons it is used extensively as an illuminant in hospitals, factories, mines, light-houses and government army posts.

To produce Acetylene, it is only necessary to mix Union Carbide with porous water in a small tank-like machine that is usually set in one corner of the basement.

The formula is simple, and the work can be handled by most any school boy.

Once a month he must fill the little machine with Union Carbide—the machine does the rest—it makes gas only when the lights are burning and stops making gas when they are turned off.

Anybody that can cut and fit pipes can install the generator, pipes and fixtures in two days without injuring walls or floors.

With such an installation you can make this glorious beautiful light in your own home for less money than same amount of light from kerosene would cost.

If you happen to live in the country, you can do as thousands of farmers have done—run the gas pipes to lights placed on your porches, in your barns and cow barns, or even in your barn and have all of them fixed up to light with a touch of an ignition button on post or wall.

Such a lighting scheme is not only a boon to the housewife and children, but it's a mighty handy convenience for the man of the house when he must do his chores after dark, or when he is called out in the night to attend a sick animal.

All these lights will be permanently fastened to ceilings, walls or posts, and enclosed in light globes.

For this reason they are many times safer than lamps or lanterns that are so often tipped over with disastrous results.

Write us today how large your place and where it is located. Then we can mail our booklets, and tell you how little it will cost to make the light yourself.

Just address



THE AD WHICH PULLED BEST IN ALL CLASSES OF MEDIUMS.

farm equipment better, then you have a customer half made. He is, of course, interested in the home, but only in a subordinate degree. All through the country, a trip will show you how carefully the farmer looks after any-



of all the manufacturers as far as we are able. A certain amount of such joint effort profits both them and us. Gas fixtures sold mean a market for carbide, and a desire of the farmer for the light we can furnish helps make a market for pipes and fixtures.

"In our advertising we treat the country all alike. We make no special sectional appeal. One piece of copy will do as well in Maine as in South Dakota. Our campaign is educational, argumentative and demonstrative. By a careful watching of results we have so improved the nature of the copy in the last four years that our business has increased from 10 to 30 per cent a year. We are using about thirty-five farm papers, of sectional circulation. To reach the city man who has a country home we use, among others, *Collier's*, *Saturday Evening Post*, *Youth's Companion*, *Country Life in America*, *Suburban Life*, *American Homes and Gardens*, *Garden Magazine*, *House Beautiful* and *Beautiful Homes*.

"The juvenile medium has brought us good results. It has a family reading as well as the reading of the children. But we can easily understand the value of talking just to the children about Carbide. They learn about acetylene in school, and if they chance to come across our advertisement they are pretty sure to tell their fathers and mothers what their teacher said about acetylene.

"How do we select our mediums? Well, in the first place, we draw our own conclusions about the worth of any periodical. If a paper looks good to us, has a solid editorial character, carries a 'character' line of advertising, we feel safe in trying it.

"Perhaps the most consistently pulling ad we have ever printed in all mediums is the one showing an illustrated sum at the top. A picture of a 100-pound can of carbide—the picture of a pump spouting water—the picture of a gas light just being turned on by a hand beneath. Such a practical analysis seemed to catch on amazingly."

## A QUESTION OF GOOD TASTE, MR. VANDERBILT!

NEW YORK, May 27, 1910.

Editor of PRINTERS' INK.

I wasn't surprised, although I sincerely hoped that it wouldn't occur. While the blasters were still blowing out the blue masses of stone in the foundations of the new Vanderbilt Hotel, which is going to grace Thirty-third street, New York, at the point where Fourth avenue merges into Park avenue, a story bearing all the old familiar marks of the press agent appeared in one of the New York papers about an air-ship landing on the roof.

Now the fact that W. K. Vanderbilt, Jr., is putting up this newest of New York's wonderful hotels is a guarantee that it will be "some place." That fact also should have been a guarantee that no "back door" publicity methods would be used. Vanderbilt, Jr., is bound to possess some of the family business astuteness; moreover, he is the last man one would expect to depart from good form. But even before the iron work has come up to the street level, out is trotted the "air-ship landing" story, fracturing one of the rules of good form in the publication world: "Don't 'press agent,' if you don't want to appear cheap."

Such a yarn may, of course, be true. There is no way of refuting it. The twentieth story won't be reached till fall, and by that time all that will remain of the first publicity effort of the new hotel will be a feeling that it has allied itself with an old, worn-out game that is fast becoming classed as disreputable.

What a hit the Vanderbilt could make by honestly running a series of paid advertisements that would arouse a greater and greater interest as the building approached completion! The Savoy, of London, and La Salle, of Chicago, have advertised to a wonderful profit. Isn't his new hotel close enough to the heart of the cosmopolitan Mr. Vanderbilt to cause him to ascertain just how his methods of publicity will affect the reputation of his new property?

Get wise to the latest fashion of hotel promotion, Mr. Vanderbilt, and don't be a press agent, even by proxy! It's bad form!

FREDERICK W. IRVING.

Frank Moore, secretary of the Associated Merchants of St. Paul, has a novel scheme for the exploitation of that city which he recently unfolded. "We advertise outside the city," says Mr. Moore, "but when the people are here and we can get our hands on them, we let them go through the city with only the worst possible impression." Mr. Moore's plans call for the establishment of a bureau at the railway station, where questions could be answered and literature distributed.

The *North American*, Philadelphia, announces that Thomas B. Reed has joined its staff as manager of financial advertising.

## HOW A PIONEER "DEALER CAMPAIGN" WAS WORKED IN CANADA.

BIG DEALERS' FOLDER, A LA UNITED STATES USED WITH GOOD SUCCESS—WHAT CANADIAN MEDIUMS WERE USED.

Possibly nothing could better show how closely allied in spirit are the distribution factors in Canada and the United States than the success of a well-known and typical United States advertising method in the Dominion.

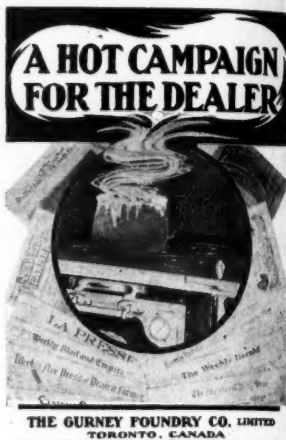
"Dealers' folders" have become extremely popular in this country as an advertising effort to win wider distribution and acquaint retailers with consumer campaigns.

The Gurney Foundry Co., Ltd., Toronto, knew this, and grew convinced that a similar plan would win distribution for it. Accordingly a two-color, 16-page (large size) folder was issued, full of argument from every side, and well illustrated.

The folder told of the consumer advertising campaign being conducted in *Family Herald* and *Weekly Star*, *Canadian Courier*,

*Farmer*, *Winnipeg Free Press*, *Calgary Herald*, *Mail and Empire*, etc.

Exclusive agencies were promised, and window cards, "feature cards" and personal advertising service were offered. A house



COVER OF A GOOD DEALER FOLDER.

organ (known in Canada as a "house magazine") was issued, called *The Smoke Pipe*.

The campaign has been in progress scarcely sixty days and has pulled very satisfactory results, according to Will K. Knight, advertising manager.

## NEW ENGLAND'S BIG CORN EXPOSITION.

No longer content with letting Western states run away with corn fame, as well as general agricultural fame, New England is planning for a memorable Corn Exposition at Worcester, Mass., November 7-12th.

The Exposition officers have incorporated, corn growers leagues are being formed throughout New England, thousands of boys and girls are being interested in clubs and every state is taking responsibilities for the event. It is expected that the Exposition will do a great deal to awaken New England to her agricultural opportunities.

The current issue of *Success Magazine* contains an article, under the department entitled "In the Editor's Confidence," about advertising and its relation to the editor, which makes pointed reading.

**The Best Baker in Canada**

A good name is the housekeeper's delight. A poor one is the danger of her life. That's why we want to tell you about this Chancellor.

A special double flange makes the steel a perfect baker. There is not a single in the country can beat it.

Being the most of being a Chancellor.

Come to the store where you buy your flour and let us explain to you how this steel top works. You will see the flour, quickly done, the perfect result. Make it here and at all other stores.

**The GURNEY OXFORD STEEL TOP**

means a marked saving in fuel, and better baking results. The Chancellor not only does its work better but at less cost than other ranges.

We can demonstrate for you the whole superior Chancellor principle of economy and efficiency in ten minutes.

Isn't it worth that much of your time right now?

The Chancellor is made for either coal or wood. Other Gurney-Oxford stoves of every sort, for every purpose and all kinds of fuel, on display on our floor.

Special demonstration now.

**GURNEY OXFORD**

A GOOD NEWSPAPER AD.

*Northwest Farmer*, *Island Farmer*, *Farmer's Advocate*, *Farm and Ranch Review*, *Manitoba Free Press*, *Home Journal*, etc., as well as in every newspaper of note in the Dominion over dealers' signatures—*Montreal Star*, *La Presse*, *Weekly Globe* and *Canadian*

# A TRIBUTE from the People

Several hundred thousand readers each month voluntarily bestow magnificent tributes of personal interest to THE RED BOOK MAGAZINE. Compelling respect, it permanently holds the attention of the people.

The dominating secret of this publication in the magazine field is that attractiveness in story, illustration and artistic get up which makes advertising in it a success—proved by the keenest judges of advertising media in the commercial world.

No special rate for publishers' announcements—educational advertisements and another for the general commercial contingent. No discrimination in favor of one as against the other—*one rate for all.*

## THE RED BOOK CORPORATION

### *Publishers*

158-164 State Street, Chicago

Ralph K. Strassman  
Advertising Manager  
200 Fifth Avenue, New York

R. M. Purves  
New England Representative  
201 Devonshire Street, Boston

# Tell Your Story to 60,000 Farmers' Families in the Central West in

## The Associated Farmer—

Reaching "The Most of the Best Farmers."—Circulation Guaranteed

**T**HIS advertisement is written to the business man who believes in intensive advertising.

The Associated Farmer reaches 60,000 of the most desirable farmer readers you'll find anywhere—the farmers of the rich Central West.

There's where you will find the automobile-riding farmers—farmers who, year after year, are shoulder deep in the bountiful corn crops and other farming riches of like proportion.

And The Associated Farmer is peculiarly their publication.

The Associated Farmer doesn't scatter its centralizes on them.

Think of it—60,000 farm families; and the list is growing more rapidly all the time—100,000 by Sep-

(Reprinted from April Issue of "AGRICULTURAL ADVERTISING.")

## Still Climbing

When Charles H. May, the well-known Peoria, Illinois, publisher, starts to do a thing, he usually accomplishes it.

And when he set out to make his publication, The Associated Farmer, a power in the Central West, he devoted to it the energy, the originality and tireless enthusiasm that were bound to accomplish results.

The Associated Farmer does not set out to "cover the country"—it limits itself strictly to its field—the most prosperous part of the Central West.

And in the states of Illinois, Wisconsin and Iowa, it has developed an undeniable influ-

try"—it limits itself strictly to its field—the most prosperous part of the Central West.

And in the states of Illinois, Wisconsin and Iowa, it has developed an undeniable influence.

The Associated Farmer has now reached the 60,000 mark and it's still climbing at a handsome rate.

These 60,000 readers are of a class known as automobile farmers—the farmers who are abundantly provided with wealth—who have the ready cash to buy what they desire.

It is distinctly a valuable advertising territory, and it is covered effectively by this publication.

The advertising of The Associated Farmer is 15 cents per line—which is remarkably low when the quality, circulation and its desirable location are considered.

riches of like proportion. And The Associated Farmer is peculiarly their publication.

The Associated Farmer doesn't scatter its centralizes on them.

Think of it—60,000 farm families; and the list is growing more rapidly all the time—100,000 by September we expect.

Charles H. May is devoting his strong personal effort to get into The Associated Farmer the kind of reading that makes it of strongest practical local educational benefit to its readers—not idle theories but real down-to-mother-earth facts and help to farmers.

That is why The Associated Farmer has so strong a hold upon its readers and why every line is read, proving the advertisements.

At 15 cents a line The Associated Farmer is a "buy" that ought to appeal to every advertiser who wants to reach this prosperous class.

*Address for Sample Copies, Rates, Etc.*

# The Associated Farmer

CHARLES H. MAY, Publisher

Peoria, Ill.

or any first-class agent.

## EDUCATIONAL ADVERTISING FOR ELECTRICITY.

COMMONWEALTH EDISON COMPANY'S  
SUCCESSFUL CAMPAIGN IN CHICAGO  
—CREATIVE EDUCATIONAL WORK  
ACCOMPLISHED BY LIBERAL USE OF  
NEWSPAPERS—MAKING ADVERTISING  
A VITAL SELLING POLICY IN  
PUBLIC SERVICE BUSINESS.

By Robert Easton.

There have been three stages in the forward movement of advertising.

The first was marked by the general acceptance of the proposition that in *competitive salesmanship* the most powerful and economical instrument is advertising.

The second stage was completed when advertisers in general recognized that the chief function of advertising is *education*—that advertising accomplished best and quickest results and the only *permanent* results when the goods advertised are meritorious. Or, in other words, when advertising was seen to work toward the *survival of the fittest*.

The third stage, now in course of construction, is founded on the proposition that advertising is capable of producing results, not only in *competitive salesmanship*, but also where *no competition exists*. Otherwise stated: advertising is a force applicable to any business, under any conditions.

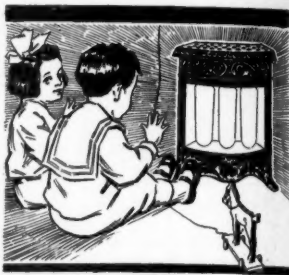
It is only a few years since public service corporations, enjoying a natural or artificially acquired monopoly, awoke to the fact that business might be pushed through the instrumentality of printers' ink. There was first denial, then doubt, then hesitation, then the first plunge into cold experiment.

There are still public service corporations that look on advertising as a "sop to Cerberus," as a means of "getting right" with the newspapers and of making a "grandstand play" to the public. These have never had a glimpse of the real character and possibilities of advertising.

Others have frankly accepted the position that advertising is education, and that if there is anything

in their business that the public ought to know, then the public should be informed of it. These corporations take the view that they are supplying a want—that this want is not yet realized by a multitude of those whom they can supply—and that the way to create a realization of that want is to address the public through the mediums by which they can be most directly reached.

Among public service corporations that have attacked the advertising problem courageously



### All the Comfort and Cheer of an Open Fireplace

The Luminous Electric Radiator is the ideal heater. Easily carried about—quickly attached to a socket—the heat is intense, immediately at the turn of a switch. Like Electric light, it consumes no oxygen from the air—nor can it throw off impurities. Heating without flame or fuel it is absolutely safe when children are about.

#### In the Electric Lighted Home

so many things electrical can be used for health, comfort, convenience, and happiness that, even if Electric light were as expensive as some imagine, it would still be preferable to other illuminants. But the fact is that electric light is now within the means of the most modest home. Its use is a *real economy*.

Luminous Electric Radiators and all the other electrical appliances for comfort and convenience in the home are sold at Electric Shop, Corner Michigan and Jackson Boulevards.

**Commonwealth Edison Co.**  
Telephone Randolph 1280—128 Adams St.

Photo by National Advertising Agency.

COZY ATMOSPHERE IN AN AD.

and consistently, the Commonwealth Edison Company of Chicago deserves honorable mention. It has for five years advertised its product—electric light and power—in the Chicago newspapers and street cars with the same business-like persistence, thoroughness and directness as the



department stores display in their advertising.

In its publicity the Commonwealth Edison Company has allowed no side issues to distract it from the plain path of business. Its aim in advertising has been to prove to householders that they need electric light, and to the proprietors of shops and factories that power from a central station is more economical than running a private power plant.

The advertising of electric devices was for four years an indirect method of promoting the sale of the Commonwealth Edison Company's "juice." In demonstrating to the housewife the advantages of the electric coffee urn, the electric bread toaster, the electric curling iron, the electric chafing dish, the electric flatiron and the innumerable other domestic applications of electricity, the company was suggesting the desirability of having the home wired for electric light.

Recently, however, the company has interested itself directly in the sale of electric devices and equipment of all kinds, maintaining for that purpose an attractive establishment, called Electric Shop, in one of the finest retail shopping districts of Chicago. Here the company supplies the wants not only of the individual consumer, but also of contractors and even of central stations.

In the advertising of electric light directly, innumerable points of view have been utilized by the Commonwealth Edison Company—such as its healthfulness (in that it does not consume the oxygen in a room) its convenience, its safety and its (present day) economy. The resources of the artist and the copy writer have developed an extraordinary range of interest in this topic.

The company's advertising of electric power has been directed to small and large consumers of power, and has combined a plain statement of the superior advantages of power from a central station (cleanliness, saving of space, freedom from breakdowns and explosions, and, above all, economy) with an invitation to manufac-

turers to have a "free test" made at their plant by the company's experts.

The Commonwealth Edison Company has kept the public well informed on all electrical matters vital to the public welfare. The remarkable periodical reductions in the company's rates have been fully set forth in the newspapers.

The application of electric light to store signs is another fertile field for the company's advertising



### How Steam Plants Eat Into the Profits

To your investment in power plant add the cost of repairs, renewals, supplies, coal, water, oil, waste, disposal of ashes. Allow at least 15% annual depreciation and interest charge. Add salaries of engineer and fireman, and you have approximately the cost of your developed power. But a large amount of this is wasted power.

**From 30% to 60% of the Generated Power is Consumed by Shafting and Friction Load**

With electric power from Central Station, operating an Electric motor for groups of machines, or individual motors for each machine, you limit investment—save friction load and economize space. Power is constantly available. It all goes to real use. You use only what you need—and pay for only what you use.

The rate on current for power is less than for other uses. Let our engineers make a free test of the efficiency of your plant. Call Readleigh 1200.

**Commonwealth Edison Co.**  
139 Adams Street

#### BUSINESS-LIKE TALK TO MANUFACTURERS.

—the fundamental argument (the prestige and publicity which an electric sign gives to a store) being presented in a great variety of ways.

The Commonwealth Edison Company runs copy of about 250 lines—frequently much larger space—twice a week in the eight

(Continued on page 48)

# Can a Mormon Republican Newspaper Be Merged With a Gentile Democratic Newspaper and Maintain Prestige and Circulation?

THIS IS BEING TRIED OUT WITH DISASTROUS RESULTS IN SALT LAKE CITY. THE MERGER WAS MADE LAST AUGUST. THE INTERMOUNTAIN REPUBLICAN ABSORBED THE HERALD

FIRST MOVE—Gentile employees of the Herald discharged without notice. Mormons and Mormon sympathisers installed in their places.

SECOND MOVE—Circulation lists combined, with many duplications.

THIRD MOVE—Municipal ticket nominated and public improvements opposed as a wasteful extravagance. Result: Herald-Republican's ticket polled but 6,116 votes out of 26,609, and but one candidate (a councilman) elected out of fifteen. This crushing defeat a rebuke to endeavor to re-Mormonize Salt Lake by absorbing a Gentile Democratic newspaper.

FOURTH MOVE—Circulation statements made by Herald-Republican in January and March show a 5 per cent. loss each month and explained as follows: "The Herald-Republican lost all its circulation of Salt Lake City."

QUESTIONS—(1.) Was not the loss of circulation a natural consequence that there be a striking loss of circulation under such circumstances?

(2.) Is not it a natural consequence that there be a striking loss of circulation under such circumstances?

(3.) Is it honest for representatives of the Herald-Republican to attempt to convince out-of-town advertisers that the Herald-Republican is a successful newspaper? Governor William Spry, Revenue

countman, elected out of fifteen. This crushing defeat a rebuke to endeavor to re-Mormonize Salt Lake by absorbing a Gentile Democratic newspaper.

FOURTH MOVE—Circulation statements made by Herald-Republican in January and March show a 5 per cent. loss each month and explained as due to the fact that the paper had lost all its circulation.

QUESTIONS (2) Does not the vote last fall an assurance of lack of vitality?

(2.) Is not it a natural consequence that there be a striking loss of circulation under such circumstances?

(3.) Is it honest for representatives of the Herald-Republican to attempt to convince out-of-town advertisers that a newspaper owned largely by Apostle Senator Reed Smoot, Governor William Spry, Revenue Collector Callister, all prominent Mormons, is a non-Mormon newspaper?

Salt Lake City is two-thirds non-Mormon and one-third Mormon. The Deseret News (official church organ) and the Herald-Republican are contestants for the patronage of the minority. **THE SALT LAKE TRIBUNE** speaks for the Americans, or non-Mormons. And it covers the field and is influential with the majority, as is testified by its years of high standing, and by the overwhelming victory at the polls last November.

Salt Lake is no longer a Mormon stronghold.

Salt Lake has been controlled by Americans since January, 1905. Within this period the population has increased from 55,000 to more than 100,000.

Advertisers cannot afford to overlook these facts.

# THE TRIBUNE

SALT LAKE CITY, UTAH

For thirty years THE SALT LAKE TRIBUNE has been represented by

The S. C. Beckwith Special Agency

New York

Kansas City

Chicago

leading daily newspapers of Chicago, *Tribune*, *Record-Herald*, *Inter-Ocean*, *Examiner*, *News*, *Post*, *Journal* and *American*, the same amount in all papers. A miscellaneous list of thirty-five newspapers, consisting mostly of those published in foreign languages, is used once a week.

The company's field of advertising has been further widened by the use of space in newspapers outside of Chicago in some thirty cities having central station service. They also have decided to extend their mail-order advertising through the use of magazines.

All this advertising activity seems to prove that at least one public service corporation has realized the advantages of approaching the public in a direct, informative and salesmanlike manner. Has the Commonwealth Edison Company's advertising paid? That doubtless is the most interesting question to the management of public service corporations. Allowing for the natural and inevitable increase of the company's business, the indications all favor the view that advertising has paid and paid handsomely. At any rate the president of the Commonwealth Edison Company, Mr. Samuel Insull, appears to have no doubt on the question, having recently made the statement that of all the company's expenditures for the promotion of business, the large amount spent annually on advertising is the most productive of results.

The advertising of the Commonwealth Edison Company has been handled for the past five years by the Wm. D. McJunkin Advertising Agency, Chicago, which is now also conducting a campaign for the New York Edison Company.

The Texas Commercial Secretaries Association is conducting an energetic campaign in the hope of bringing to Texas settlers and colonists under the Hebrew Colonization Society programme. Jacob Schiff, who is the head of the Jewish Industrial organization in New York, is at present the focus for the campaign, and he is being bombarded with statements and material from the various commercial organizations of the Lone Star state.

## OLIVER PLOW TO ESTABLISH HUGE CANADIAN PLANT.

What is said to be the biggest American industrial establishment captured by a Canadian city is the new Oliver Chilled Plow plant which is to be built by the Oliver Chilled Plow Company, South Bend, Ind., at Hamilton, Ont.

The plant will employ 3,500 hands, and will cost a million and a half. The Oliver people asked no special concessions, and have already drawn plans for the factory, which is hoped to be in operation by December. The site contains ninety acres, on which are to be erected a score of buildings—all of which will be of steel and reinforced concrete, or red pressed brick, with terra cotta trimmings. The company will spend \$500,000 on equipments.

The significance of the new plant lies in the fact that all the company's export trade will be done from this plant. The export business is to be developed, as it has been demonstrated that good export trade is practically panic insurance, since prosperity always exists somewhere on the globe, whatever are the local conditions.

The Oliver plow plant in South Bend, Ind., is the largest in the world, and has a capacity of 500,000 plows a year. It employs 3,000 hands there, and at present is making extensive additions.

Welland, Ont., has landed another American branch factory. The New Way Motor Company, of Lansing, Mich., is to build a factory there to manufacture for export, chiefly to Great Britain, in view of tariff concessions to Canadian manufacturers.

## A CASE FOR THE PINKERTONS.

TORONTO, May 11, 1910.

Editor of PRINTERS' INK.

Will you be good enough to send me a copy of your last week's issue? My copy came in the regular way, but before I had an opportunity of reading it someone purloined it and I have been raising such a fuss about it since that the guilty party has been afraid to 'fess up and I am still without my PRINTERS' INK. If you value my good will send this along by next mail.

M. J. HUTCHINSON.

The publicity bureau of the Commercial Club of Salt Lake City has started out to raise a fund of \$50,000 for the exploitation of the resources of Utah by advertising means in the newspapers and periodicals of the country. A tentative canvass has showed the committee that \$10,000 could be raised as a nucleus.

*Shop Notes Quarterly* offers an interesting article upon the topic of the revival of the woodcut, due to advertising. Out of thirteen illustrations on three pages of a recent number of a standard magazine eight were woodcuts, it says.



This story of successful advertising should be of especial interest, not only to national advertisers, but to all dealers selling advertised goods.

## The manufacturers of a famous baby food

have advertised their splendid product in the magazines for many years. Fifteen months ago the Associated Sunday Magazines were added to the advertiser's list of favored publications. The unusual value of the Associated has been demonstrated to the complete satisfaction of this advertiser.

More than 1,100,000 copies a week. Advertising rates and detailed circulation statement from either office.

## The Associated Sunday Magazines

One Madison Ave., New York. Record-Herald Bldg., Chicago

Issued every week co-operatively by and simultaneously as a part of the Sunday editions of

CHICAGO RECORD-HERALD  
ST. LOUIS REPUBLIC  
PHILADELPHIA PRESS  
PITTSBURGH POST  
NEW YORK TRIBUNE

BOSTON POST  
WASHINGTON STAR  
MINNEAPOLIS JOURNAL  
DENVER NEWS-TIMES  
BUFFALO COURIER

# MONTREAL

## La Patrie

Always the Leader

### "LA PRESSE" AGAIN THE FOLLOWER

**Our Contemporary Unblushingly Steals  
Our Ideas**

**Q** Last September "La Patrie" boldly came forward with a campaign for the reduction of the number of Aldermen and the appointment of a Board of Control. At first "La Presse" was against this, but when public opinion supported "La Patrie," at once "La Presse" changed its tactics and eulogized just what it was condemning a short time before.

**Q** Again, what did "La Presse" do when "La Patrie" caused the Royal Investigation to take place? Was it not at first against such a drastic measure,—yet two months after, when the public clamored for that investigation, "La Presse" said it was never opposed to it.

**Q** To-day the theft is even more patent,—through the columns of the "Gazette," "La Patrie" made known its intention of starting a referendum in the Province of Quebec, to find out French-Canadian opinion on the subject of Naval Defence, and "La Presse" hastens the very same day to steal the "La Patrie" idea for its own columns.

We feel proud that our circulation is so great, and the public with us so strongly, that our contemporary is always forced to follow our lead.

"La Patrie" aims to speak boldly on vital questions, maintaining its independence and joining cordially with all who fight for civic and national reform.

"La Patrie" leads in news value to its readers and productive value to its advertisers; it is easily the fastest-growing evening paper in Canada to-day.

No other paper has so large a "home going" circulation as

## La Patrie

### THE PROBLEM OF ADVERTISING A NATIONAL BANK.

NOT SO EASY AS SOME IMAGINE—  
SAYING SOMETHING IN COPY—  
NEWSPAPER AS WELL AS OTHER  
ADVERTISING VALUABLE IN DE-  
VELOPING BUSINESS.

*By Francis R. Morrison.*

Prominent Banker and Advertising  
Man, Cleveland.

The elevated and dignified tone which advertising has assumed during the past decade has especially fitted it as an appropriate means for enlarging and extending the business relations of National Banks.

It is no longer necessary, as it was in days gone by, to emphasize the necessity for banks to advertise. The subject has risen to the importance of discussion at most of the Bankers' Conventions year after year; books have been written upon it, and bankers who have proved its worth enthusiastically proclaim its merits.

Some years ago, National Banks in different parts of the United States, realizing that a general lack of knowledge on the part of the public existed in regard to National Banking service and facilities, began to advertise—and when I say advertise, I mean to say something in the space which they occupied in the publications, because mere figures, dry facts and technical details are ineffective if not even repellent. These banks have taken the people into their confidence. In their advertisements they have told not only the financier, but the layman, the many ways in which they could be of service to them, and they have told them not in a jargon of technicalities, but in words easily understood by everybody. There are people in every community who could make use of a National Bank if its services were set forth clearly before them.

While the undoubted purpose of both bank and commercial advertising is to increase business, there is a vast difference, vaster than most people think, between



these kinds of advertising. Of necessity, bank advertising must be dignified. Do not misunderstand me. By dignified I do not mean stilted reiterations. No. It must be persuasive and convincing as well. Unlike commercial advertising, the advertisement can not be inserted to-day and to-morrow produce a large increase in deposits. The national banker has no tangible wares to sell like the merchant or manufacturer. The primary function of the advertising of a National Bank is to win the confidence of the public by explaining frankly the fact that the institution exists for the convenience of the public and educating the community to an appreciation and utilization of the facilities afforded.

To the banker, bank advertising may look easy; but it is not. A knowledge of advertising from its elementary principles to its psychology is absolutely necessary. Then, just as the publicity manager of a commercial house, to be successful, must know from the bottom up how his wares are manufactured, so the man who would prepare effective bank advertising should not only be familiar with every ramification of banking but he should have, in addition, an understanding of the attitude of banks and bankers toward the public and the viewpoint of the public towards banks and bankers.

To the average advertising man, bank advertising seems simple, but it is this very simplicity that is deceiving. The lucidity of the argument, the force with which the argument is driven home, the vocabulary must all be so interwoven that they will produce an advertisement with an individuality as distinctive as the architecture of a bank's building.

National Bank advertising, however, must never be sensational. It must be dignified and suggestive of the strength of the bank about which it is written. The undignified advertisement fails in its purpose. It does not inspire confidence in the institution. The analogy between the sensational advertisement and the

## Questions Every Advertiser Should Ask

¶ In the April 20th issue of *Printers' Ink* I referred to the three questions which in the opinion of Mr. Harry Porter, of the Frank Presbrey Agency, mainly determine the real advertising value of a publication:—

¶ 1—Does it carry a message of uplift?

¶ 2—Does it mold public opinion?

¶ 3—Does it enter intimately into the homes—the real factor?

¶ After the advertisement appeared Mr. Porter was asked whether, as a representative placer of business, he was satisfied with Collier's answers to these three vital questions. His reply was an unequivocal and unqualified affirmative.

¶ Every advertiser should ask these three questions of every periodical that solicits his business—and insist on a reply in full.

*F. L. Patterson.*  
Manager Advertising Dept.

**Collier's**  
THE NATIONAL WEEKLY

witty, satirical, political agitator, who attracts thousands to hear him and is greeted with deafening applause, is close. When it comes to counting the votes cast they are startlingly few.

The average banker, too often construes the word "Advertising"

## FARMERS

The Certificates of Deposits issued by this bank form a high grade investment for money which you have on hand and do not wish to use for six months or a year. All deposits of our patrons are absolutely secured by the assets of this bank, together with conservative management and strict supervision by U. S. Government. Interest is allowed at the rate of 3% per annum.

### DIRECTORS

John T. Beadle  
E. J. Morgan  
Frank Hamilton  
Ralph Case

J. D. Munson  
W. F. Calkins  
H. A. Mussiman  
Leon F. Tiers

## FIRST NATIONAL BANK

Under Control of United States Treasury.


GOING AFTER FARM SAVINGS.

to mean newspaper advertising, and while I am emphatic in stating that my experience has shown that a large part of any appropriation belongs rightly to the daily newspapers and other generally acknowledged publications, yet there are many other media which are used very largely by progressive National Banks throughout the country. For instance, the sending out of appropriate follow-up letters and the distribution of suitable literature in the shape of artistically printed statements and booklets are of vital importance. While it is true that the facilities which are strictly within the province of a National Bank, are limited, yet when the subject is carefully studied they lend themselves to innumerable variations, and there is, in reality, an abundance of subjects for an attractive exploitation of the interests of a National Bank.

In National Bank advertising, as in other forms of publicity, a matter that should receive the most scrutinizing attention is the

manner of expending any appropriation that may be provided. There is such a multitudinous number of media continuously offered to the advertising manager, that it behooves him to adopt from the beginning a definite method of procedure which shall include certain kinds of advertising, and then rigidly and impartially adhere to this plan. While it might be claimed that an occasional experiment with new or untried methods, if judiciously made, sometimes results beneficially to the bank, yet it is an unquestioned fact that such successful experiments are exceedingly rare, and beyond doubt the exceptions.

There is still another factor that plays an important part in bringing success through advertising — persistency. It is not enough to carry on a publicity campaign for a few months or a year and then drop it. Bank advertising, to be most effective, must be continued week in and week out, year after year, and the wording must be changed constantly, so as never to grow stale. The name of the bank, the features of its service, and characteristics of its management, its



**Mutual National Bank**  
of Boston  
FOOT OFFICE BUILDING

BANKERS  
C. H. W. FOSTER, PRES.  
E. D. COWAN, VICE PRES.  
W. A. CRANE, CHAS. F. FARR  
ALEXANDER H. LADD  
GEORGE W. CROCKER  
GEORGE W. COBB

AND A TRUST COMPANY  
CHAS. H. BARTON, CHAS. BARTON

**A** recent editorial says: "The narrowing of the banking field in Boston to a few great institutions with allied interests is pretty nearly a condition and not a theory. It follows the trend that has developed in New York, yet one that by no means has worked wholly to the advantage or expansion of general commercial business." We invite your attention to the independent position of the Mutual National Bank.

A BOSTON BANK'S WAY OF PUTTING IT.

strength and safety must be constantly impressed upon the public.

Every day more National Banks are recognizing the value of effective, dignified publicity, and I predict that within a few years the National Banks of this country will be reaping the incalculable benefits now derived by commercial concerns covering practically every field of endeavor.

**We'll Place Your Ad  
Before 50,000  
Buyers Free  
200,000 to 210,000**

**Will be the Circulation of**

**THE  
FARMER'S WIFE**

**A WOMAN'S FARM JOURNAL**

**IN JULY**

Rates are based on 150,000. After August we will not be able to accept orders at present prices. Paid-in-Advance-Circulation is increasing at the rate of 10,000 to 20,000 per month. Advertisers in the July issue will get their announcement before at least 50,000, probably 60,000, new readers without extra cost. Being the first issue on their subscription, they'll read every page of it.

Don't neglect this wonderful opportunity.

Forms for July close June 25th to 26th.

Rate 60 cents a line flat on less than quarter pages.

**Webb Publishing Company**

**Publishers**

**St. Paul, Minnesota**

New York Office:

Wallace C. Richardson, Inc., Mgr.  
41 Park Row.

Chicago Office:

George W. Herbert, Mgr.  
1736 First National Bank Bldg.

## A GROCERY COMBINE SIMILAR TO "A. D. S."

"AGRA" TRADE-MARK PRODUCTS IN LONG LIST OF GROCERY ITEMS TO BE SOLD CO-OPERATIVELY.

Somewhat analogous to the now famous "A. D. S." selling scheme among the druggists will be the American Grocers' Association, now being promoted. The plan is a gigantic one and will extend throughout the length and breadth of the country, if it goes through. There will be a central holding company, with a low capitalization, which will be of national scope and will serve as the connecting clerical link. Already incorporation papers for the various state associations have been applied for in at least forty states, it is said.

The American Grocers' Association calls for the co-operation of both manufacturers and retailers. The association is to push the "Agra" brand of groceries. This line will include practically everything edible now sold in the stores except fresh groceries, in fact, every thing from borax and tea to crackers, preserves and soap. Scores of manufacturers are being contracted with to furnish their goods put up under the "Agra" label. The association, on its part, will guarantee to sell only these goods to its vast number of stores, whereas the producers, on their part, will agree to pay the association what would represent their customary selling cost, under ordinary circumstances. The association's profits, as planned, will evolve as the result of its ability to market a great number of co-ordinated lines cheaper than any one of those lines could be advertised, canvassed and sold by itself.

The stockholders in the holding company are said to be men high up in the grocery business, though their names are unavailable at present writing. These men will also have a controlling influence in the subsidiary state organizations. The rest of the stock will be held among the retailers. It will be given to a certain number of those

who first agree to handle Agra products and to push them in their respective localities. After a certain proportion of the grocers in a community are handling Agra products, this stock arrangement will be discontinued and those who later take on the brand will handle it exactly as they would any other line or lines.

No grocers will be forced to agree to handle only Agra products. Substitution of other brands will not be prohibited, but, of course, those grocers who are stockholders will have a double incentive to increase their Agra sales.

The name Agra comes from the name of the association, the "r" being added for euphony. The name will, however, be recognized at once as a familiar one in the mythology of India. For that reason, wherever the trade-marked name appears, it will be backed up with a touch of Indian architecture.

The beginning will be made in New York City, it is said. W. F. Hamblin, the New York advertising agent, who is one of the prime movers and who claims to have evolved the plan of operation after a series of experiments during the last three or four years with a number of grocery stores in Connecticut, says that fully 650 grocers in New York City have already signified their intention of being stockholders. A No. 1 company has been incorporated at \$1,000,000 with 500 stockholders. Other companies will be organized, as required, with equal numbers of stockholders. There are about 10,000 grocers in New York City. Distribution is now being perfected. If it is finished in time, the Agra advertising will commence with full pages in six New York newspapers simultaneously the latter part of June or the first of July.

Some of the manufacturers who have already contracted to supply their goods under the Agra labels are the following:

McMechan Preserving Company, Wheeling, W. Va., Virginia ketchup and Chili sauce; Monarch Baking Company, crackers; Cleveland Mac-

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C. K.  
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aroni Company, macaroni, spaghetti and noodles; W. H. Daggitt's Sons, soaps; Brewster Cocoa Company, cocoas and chocolates; Charles Gulden, olives and capers; C. K. Sherwood & Co., pickles and relishes; David Stott Milling Company, Detroit, flour; Ripin & Co., champagne and domestic wines; Edwin J. Gillies, teas and coffees; Zonold Products Company, blueing; W. Burton & Co., flavoring extracts.

The new project has stirred up a good discussion and opposition. The New York Retail Grocers' Association, at its regular meeting held March 21st, passed the following resolution:

*Resolved:* That it is the sense of this meeting that to subscribe to any scheme to push specially advertised trade-marks or brands of goods not manufactured or actually distributed by the owners of such trade-marks or brands is against the best interests of the retail grocery trade. Schemes such as the ones referred to can only

result eventually in further hampering the retail grocery business, and you are asked not to subscribe to any of them, no matter what inducements may be offered.

### SOUTHERN FARM PAPERS, GET BUSY.

THE SOUTHERN LOAN & TRUST CO.  
RICHMOND, VA., May 5, 1910.

Editor of PRINTERS' INK.

I want to place an advertisement in every paper in the state of Virginia reaching the farmers. Can you suggest to me where I can obtain the list?

Kindly answer me through the columns of PRINTERS' INK.

WILLIAMSON BROS.

(The *Southern Planter*, Richmond, Va., is the only distinctly farm paper published in Virginia, though such farm papers of national circulation as *Farm Journal*, *Farm and Fireside*, *American Agriculturist* and others have circulation in Virginia. The Jacobs list of religious papers have rural appeal in Virginia. However, the Southern newspapers and country weeklies in Virginia should not be overlooked. Any good advertising agency will make up a list fitted to the proposition.—EDITOR.)

## What's Your Specialty?

Ours is seeking out men who can write literature that *sells*.

We pay their price (it's by no means light) and exact ours—original, forceful, order-bringing letters.

Our men are "keyed up" by comparative tests and *must* turn out better letters than the ordinary "good" correspondent.

If not, we part company.

"Better results at the *same* expense, or the same results at *less* expense"—that's our specification.

Heads fall if it is not lived up to.

Can we serve you?

**The Business Development Company of America**

110 NASSAU STREET : NEW YORK CITY

Phone 5374 Cortland

"When the *city* circulation of a newspaper is practically the same as that of the *combined* city circulation of any other two papers in its city, it becomes, naturally, that city's *leading* newspaper."

## The New Orleans Item

is the *leading* newspaper of New Orleans.

SMITH & BUDD COMPANY

Advertising Representatives

Brunswick Building, NEW YORK.

Tribune Building, CHICAGO.

Third National Bank Building, ST. LOUIS.

# \$54,000 ADVERTISING! CONTRACT!

Chicago House Wrecking Co. buys 42 full page advertisements in Orange Judd Weeklies and Farm & Home. How one advertiser's appropriation grew from \$600 to \$54,000 in these papers alone through co-operation

## A Significant Advertising Success!

The Chicago House Wrecking Company was organized in 1883. That year its advertising expenditure was \$600. By 1888 the appropriation had grown to \$15,000 per year; in 1905 to \$50,000 and in 1909 to over \$200,000.

Their success reads like a romance. It illustrates forcibly the fundamental principle of advertising as applied to the merchandising of good goods at attractive prices in the farm press.

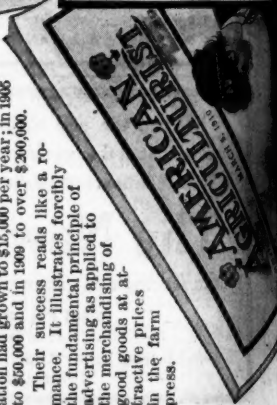
## Traceable Results Win Big Contract

The contract mentioned herewith for \$54,000 is the third large contract the Chicago House Wrecking Company has given our publications. The first year they used our papers they spent only \$600 with us. Their first large contract with us was for \$40,000 just previous to the panic of 1907-08. It was renewed again for another \$40,000, so that this present contract is only given after a most thorough test of these world-famed farm papers.



**CHICAGO HOUSE WRECKING CO.**  
We do not and have never  
General Merchandise from Sheriff's, Receivers' and Manufacturers' Sales  
Des Moines, V. F. H. Chicago, U. S. A., April 22, 1910.

The Chicago House Wrecking Co.,  
Des Moines, V. F. H.,  
Chicago, U. S. A., April 22, 1910.



We cannot reach the height of your past service, even when this small advertisement is published in your paper. We understand this contract is made without any conditions other than those accorded to every advertiser in paid by the general advertising public. We have recognized their value by these 42 full page advertisements.

Answer the question: Are you richer than the average city man?

connected with the conserving and development of natural interests. It should be eminently



The Phelps Pub. Co., Chicago.

**A GARDEN ANNUAL**  
 A new series of garden annuals for the year 1910. Each volume contains a full and complete list of the latest and best garden plants, flowers, and vegetables, with full descriptions and illustrations. The series is published by the Garden of America, Inc., New York.

Over 40,000 rural free delivery routes all over the country bring the farmer in touch with daily current business. Agriculture is the barometer of trade, as crops are planted, raised, and sold. As the population increases on the farm and the value of farms and farm produce increase just so does the one greatest market of all the universe increase.

Orange Judd Farmer, American Agriculturist, New England Homestead and Farm and Home will introduce your goods to 800,000 prosperous farm families every issue that you use them. Such introduction you will find profitable.

# FARM AND HOME

50 Cents A Year

Very truly yours,  
 ORANGE JUDG PUBLISHING CO.

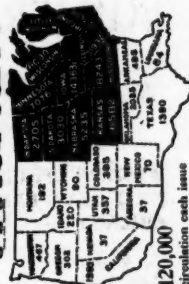
There must be thorough and close knowledge of crop production, and accurate and strong, crop reports and markets.

There must, however, be interesting and effective household features, attractive to the women and children.

Orange Judd Farmer, American Agriculturist, New England Homestead and Farm and Home are just such farm papers. Write us for a sample copy of each.

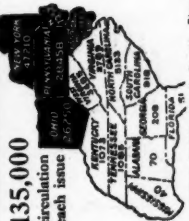
# 805,000 COMBINED CIRCULATION ON THE FARM!

**FARMER**



120,000 circulation each issue

**AMERICAN AGRICULTURIST**



135,000 circulation each issue

**NEW ENGLAND HOMESTEAD**



50,000 circulation each issue

**FARM AND HOME**



500,000 circulation each issue

**THE PHELPS PUBLISHING COMPANY**

NEW YORK 439 Lafayette Street  
 CHICAGO 1209 People's Gas Building  
 SPRINGFIELD, MASS., 53 Worthington Street

**ORANGE JUDD COMPANY**

We are the exclusive  
National Selling Agents  
for the space of more  
than three-fourths of the  
cars in the United States,  
Canada, Cuba, Mexico,  
Porto Rico, Brazil and  
the Philippine Islands

**STREET RAILWAYS  
ADVERTISING COMPANY.**

**HOME OFFICE: FLATIRON  
BUILDING, NEW YORK**

**WESTERN OFFICE  
FIRST NAT'L BANK BLDG.  
CHICAGO**

**PACIFIC COAST OFFICE  
HUMBOLDT BANK BLDG.  
SAN FRANCISCO**



much money as the United States spends on its navy; or as much money as all the banks of Virginia or Colorado have on deposit.

During 1909 Canada did an import and export business with the world of \$571,000,000, of which \$285,000,000, practically half, was with the United States. This country can point to no other people whose importations of our goods have so nearly doubled as those of Canada, which in 1899 were \$93,000,000. Ten years ago Canada made 46.08 per cent of its purchases from the United States.

## WESTERN CANADA

Prof. Shaw, Well-Known Agriculturist, Says

"I would sooner raise cattle in Western Canada than in the corn belt of the United States. Food is cheaper and climate better for the purpose. Your market will improve faster than your farmers will produce the supplies. Wheat can be grown up to the 60th parallel (300 miles north of the international boundary). Your vacant land will be taken at a rate beyond present conception. We have enough people in the United States alone who want homes to take up this land." Nearly

**160 ACRES**  
**FARMS IN**  
**WESTERN**  
**CANADA**  
**FREE**

**70,000 Americans**  
will enter and make their homes in Western Canada this year.  
1909 produced another large crop of wheat, oats and barley, in addition to which the cattle exports was an immense item.  
Cattle raising, dairying, mixed farming and grain growing in the provinces of Manitoba, Saskatchewan and Alberta.  
Adaptable soil, beautiful climate, splendid schools and churches, and good railways. For settlers' rates, descriptive literature "Last Best West," how to reach the country and other particulars, write to Sup't of Immigration, Ottawa, Can., or to the Canadian Government Agent.  
W. T. Bennett, Box Bldg., Omaha, Neb.;  
E. T. Holmes, 215 Jackson St., St. Paul, Minn.;  
C. J. Broughton, 412 Merchants Loan and Trust Bldg., Chicago, Ill.  
(Use address nearest you.) (C)

LURING AMERICANS INTO CANADA.

In 1909, it made 60.4 per cent of them, or an increase of nearly two-thirds.

CANADA GETS MUCH FOREIGN CAPITAL.

During the last five years Great Britain financiers have loaned \$606,453,852 to Canadian interests. France considers Canada to be the ideal locality in which to make money. It is said that no less than one group alone of Frenchmen recently announced themselves as willing to invest \$50,000,000 in Canadian enterprises. The following newspaper dispatch shows

Germany preparing to go after the Canadian market:

The Canadian Trade Bureau for trade extension, recently opened in Berlin, is receiving a great many inquiries from German merchants and manufacturers for agents to represent them in the Dominion. The expectation is expressed that Germany will actively compete for the Canadian market now that the surtax has been removed from German merchandise. It is stated that the mails to Canada are bringing great numbers of German catalogues, price lists, and offers of business connection, and that many German houses are making arrangements to send special representatives to canvass for business throughout the Dominion.

It is certainly up to American manufacturers and advertisers!

CANADIANS WHO COME TO U. S. TO BUY.

Does Canada like U. S. goods?

The man who would refuse to believe that it does, after seeing the Easter shopping excursions to New York and other points, bringing thousands of Canadians with their pocket-books, would be dense, indeed.

Two thousand people left Montreal March 25th to buy their spring outfits in New York. The railways report that the Easter shoppers this year were more numerous than ever before. It is estimated that \$1,000,000 worth of business was secured from these visiting Canadians, who will have U. S. goods, customs or no customs.

ADVERTISING CANADIAN ADVERTISING.

J. F. Mackay, publisher of the Toronto *Globe*, is embarking on an extensive advertising campaign in the daily papers throughout Canada, to generally educate advertisers to the value of newspaper advertising. The series began March 1st, and is running at the rate of 300 lines three times a week—20,000 lines in all. The publicity for the *Globe* is to be purely incidental. It is this sort of liberal appreciation of advertising which induced the New York *Herald* to call the *Globe* a "national institution."

The Ketterlinus Engraving Company, Philadelphia, held a lively convention of salesmen May 12-13th. M. Ketterlinus read a paper on "Forty Years of Ketterlinus History"; and Sales Manager E. D. Gibbs made a stirring address. G. H. Cliff, president of the DeLong Hook & Eye Company, and Herbert J. Lily, general manager of Strawbridge & Clothier, made interesting addresses.

H. H. Kress, formerly secretary of the Technical Publicity Association, New York, is now advertising manager of the Jeffrey Manufacturing Company, Columbus, O.

# SERVICE TO READERS

Is of first importance to an agricultural paper. It must present articles that will make or save its subscribers money.

The May First issue of

## Farm, Stock AND Home

MINNEAPOLIS, MINN.

is an illustration of what an ably edited farm paper can do.

The elevator and milling interests announced that next fall wheat containing seeds of kinghead would not be deliverable on contract less usual dockage for weed seeds, as kinghead cannot be separated from wheat.

FARM, STOCK AND HOME was the only agricultural paper in Minnesota to realize the significance and seriousness of this matter, and devoted several columns of space telling how to kill the kinghead.

It is this kind of work that makes FARM, STOCK AND HOME the power it is in its territory.

100,000 circulation. Do not overlook the June, July and August special full-page rate of \$200.00 per page. The regular page rate is \$265.00.

# Boston Post Circulation Verified

*Three Important Banking Institutions of Boston  
Investigate Through Expert Accountants The  
Boston Post's Averages for April, 1910*

**A Notable Report of Interest to All Advertisers.**

Boston, May 11, 1910.

At the request of Mr. E. A. Grozier, editor and publisher of the BOSTON POST, the undersigned have, through accountants and auditors, investigated the circulation of the BOSTON POST for the month of April, 1910.

The BOSTON POST uses the word "circulation" as meaning the number of complete copies of the publication issued or circulated. This is the recognized meaning of the word among Boston newspapers publicly stating their circulation, and we so use it in this statement.

Our accountants have made a careful and detailed examination of records, reports and books bearing upon the matter. They have investigated the BOSTON POST'S paper contract, paper consumption, paper weights and paper files, cash payments for paper, press register, mailing list, recorded earnings on sales of newspapers, and cash collected for newspaper sales.

Upon the information thus secured we certify that the circulation of the week-day edition of the BOSTON POST for the month of April, 1910, was 307,083 copies per day, and that the circulation of the Sunday edition of the BOSTON POST for the month of April, 1910, was 261,339 copies per Sunday.

These figures include both paid and unpaid circulation. The unpaid circulation comprises free copies to advertisers and exchanges and unsold and returned copies. The percentage of unpaid circulation of all kinds was on the Daily Edition about seven (7) per cent, and on the Sunday Edition, about eight and a half (8 1-2) per cent of the total circulation.

**NATIONAL SHAWMUT BANK,**

C. H. Marston, Auditor.

**FIRST NATIONAL BANK OF BOSTON,**

P. Bullock, Auditor.

**FEDERAL TRUST COMPANY,**

By J. H. O'Neil, Pres.

The National Shawmut Bank (deposits over \$79,000,000) and the First National Bank of Boston (deposits over \$60,000,000) are the Largest Two National Banks in Boston or New England. The Federal Trust Company is one of the most progressive of the trust companies of Boston. All three institutions are very popular with depositors, large and small.

## ADVERTISING CIGARETTES TO CONNOISSEURS.

THE VINTAGE IDEA BORROWED FROM WINE TO APPLY TO CIGARETTES BY "LA MARQUISE"—NEW YORK TRIED FIRST, NOW SPREADING ELSEWHERE IN NEWSPAPERS—TWO AGENCIES EMPLOYED.

In view of the present great complexity and abundance of brands, it is no longer anything like a simple matter to establish a new cigarette. One must find some good talking-point. It must be pushed aggressively and in an original manner. This is what Butler-Butler, Inc., appreciated when it came to put its new La Marquise cigarettes on the market. The story of its success with this brand centers upon its selection of a distinctive talking-point.

With many a new product, talking-points have to be manufactured, so to speak, subsequent to the time of that product's first presentation. A manufacturer too often says to himself: "Well, here's my new brand. Let's see, what can I scheme up that will make good advertising talk?" But with La Marquise it was different. The talking-point in that case was a natural evolution, and effectual in consequence with that fact.

Lovers of wines appreciate what is meant by the word "Vintage." The word means not simply age but more than that. The crop of grapes one year may be far superior to that of another year. It is perfectly possible that a certain wine of the vintage of 1900 may be far superior to the same wine of the vintage of 1895, in spite of the fact that it is five years younger. The same principle has been recognized in cigars. The tobacco of one year's vintage may be much different from that of another year. It is said, for instance, that the tobacco coming into Havana, Cuba, this year is much inferior to the average. In consequence, the cigars made from it are likely to show a corresponding inferiority.

In the case of La Marquise has come the first application, as far

as is known, of this principle of "vintage" to cigarettes. Therein has lain not only the talking-point *par excellence* but the real principle of manufacture as well, so that the advertising has been genuine. La Marquise cigarettes are made from the 1902 tobacco crop, which is said to have been very fine.

Naturally, an appeal on the basis of "vintage" in tobaccos has been a class-appeal, one estimated to be of interest to quality-consumption wholly. Keeping that fact in view, the choice of New York City as the scene for first operations is not at all difficult to appreciate. Outside of the large centers of population in this country cigarettes which sell at as high as 25 cents a box meet with little demand anyway. That excluded the magazines which presuppose



SOME OF THE NEWSPAPER COPY.

national distribution. If any city has quality-consumption, New York has, so it was deemed that, if La Marquise could not make a "go" in the great metropolis they could not elsewhere.

The start was made about the first of December last. "We did not select the billboards and like means of advertising," says George W. Hill, of Butler-Butler, "because we believed they did not have a class appeal, but rather a general appeal to all classes. By process of elimination, that left the newspapers, and we went into what we deemed the best of them." The list has included the *Evening Post*, *Mail*, *Sun*, *Evening Sun*, *Telegram*, and *Times*. Extra rates have been paid for preferred positions, usually top of third page, second and third columns, "surrounded." In the case of the *Tel-*





I have never  
lied about  
**FARM LIFE**  
and when I  
tell you that  
it is among  
the Best farm  
papers you  
can bank on  
the advertis-  
ing results  
from this  
medium.

*J. R. Wooten*

*Hired man for Farm  
Life and the Fruit  
Grower and Gardener*

**1322 Wabash Avenue  
CHICAGO, ILL.**

(Sample copies sent on request.)

egram, some copy has been run at the bottom of the front page.

The copy has been interesting. Every ad has invariably shown a crest, which has added to the distinctive appeal. The first ads to appear were single column, three inches. They contained simply the crest and some such copy as "As a 'bouquet' of rare wine—La Marquise Cigarettes of a 'vintage,'" or "With a demi-tasse," etc. Those who didn't know what a demi-tasse or a bouquet of rare wine is were not deemed likely smokers of La Marquise, so that no sleepless nights resulted from worry about them.

A little later, after about a month and a half, the character of these ads was somewhat changed by the addition of little philosophies to the copy, as: "Equality can only exist in a condition that invites comparison." Care was always taken that the character of the philosophy should be such that intelligent people would thoroughly appreciate its bearing upon the goods to which the ads related. These continued for about two months.

Then Mr. Hill began to see that everybody did not know just what his house meant by the phrase "Of a 'vintage,'" and a third series of larger ads, running two columns, five inches, resulted. These ads elaborated, in many ways, upon the vintage idea as applied to tobacco, as explained, in brief, earlier in this article. There were six of them in all and with their inception a noticeable increase in La Marquise sales was noted. Inquiries from consumers and dealers all over the country began to come in, too.

Within the last fortnight, La Marquise copy has been further changed and enlarged. The new shape is four columns, three inches. With it a return is made to the publicity copy with which the campaign was opened. Catch-phrases bearing upon the quality suggestion and having direct bearing in many ways upon the cigarettes' quality are being used. It is proposed to continue this copy until the fall, inasmuch as the summer is considered a bad time

for the introduction of cigarettes. Already the advertising bill has run up from \$1,000 to \$6,000 a month. In the fall a start will be made in Chicago, Philadelphia, Boston and Pittsburg.

There is one great opportunity in such a quality-appeal, which may not readily suggest itself to all. It is explained by Mr. Hill, who says: "You must appreciate that we try to work from the top down, rather than from the bottom up. For instance, we would much rather induce John Pierpont Morgan to use La Marquise than Mr. Morgan's office boy. Not long after Mr. Morgan started smoking them you would find his two secretaries smoking them, no doubt, and then their secretaries in turn, and so on down the social scale.

"The man who wants quality cigarettes is far more likely to stick to a certain brand, once he is satisfied with it, than is the case with the ordinary cigarette smoker. He is far less likely to be influenced against the brand which pleases him, as a result of his dealer's wheedling him 'to just try this other brand.' We have forty-eight salesmen out. It is a commonly accepted estimate that the average cigarette smoker consumes a box a day. Our men indulge in considerable sampling and personal solicitation at clubs, hotels, cafés, etc. If they persuade only a very few to become constant Marquise customers a day, it may be appreciated how our sales will materially swell."

La Marquise are about the only cigarettes to-day which are not commonly cut in the "cut-price" stores. The inner relationship between Butler-Butler and the American Tobacco Company is such that the price can be regulated in the United Cigar Stores. As for other dealers the wholesale price they must pay is such that they cannot afford to cut to 20 cents. A cut to 23 cents does not seem to interest the public, so the full price is thus maintained.

An interesting fact about the advertising of Butler-Butler is that it has two advertising agencies in its employ.

## PIE FOR THE PIE MAKER.

JOS. MIDDLEBY, JR., INC.,  
Bakers and Confectioners' Supplies,  
BOSTON, April 29, 1910.

Editor of PRINTERS' INK:

The seeds which our friend, Mr. Wm. C. Freeman, sowed at the joint dinner of the Chamber of Commerce and Pilgrim Publicity Association recently, have been bearing fruit. Mr. Freeman's talk on booming New England was almost as interesting as a copy of PRINTERS' INK, which you yourself will admit is a bold, daring statement.

The enclosed advertisement, appearing in one of the trade journals, shows how one firm is endeavoring to cash in on the strength of New England's reputation as a pie-loving center. "Made in New England," therefore, becomes the advertising of the firm, such as ours, perhaps more logically than any other product we know of.

RALPH THOMPSON.  
Adv. Mgr.

## CAN'T SUGGEST ANY IMPROVEMENT.

THE FOWLER-SIMPSON COMPANY.  
General Advertising Agents.  
CLEVELAND, O., May 3, 1910.

Editor of PRINTERS' INK.

I am in receipt of your favor of the 27th ulto. and enclose herewith check for one year's subscription for 1910, which I send to you with a great deal of pleasure. I want to thank you for calling my attention to the date of expiration of my subscription.

Referring to your last paragraph asking for any suggestions for the betterment of PRINTERS' INK, from my viewpoint, I am candid in saying I don't think I could suggest any way to improve it, although I am in receipt of scores of publications monthly. PRINTERS' INK is one of the most welcome at my house and is read by me from cover to cover as I receive it.

H. P. SIMPSON.

## SOME PRACTICAL ADDRESSES.

The State University School of Journalism at Columbia, Mo., was addressed May 10th by W. G. Bryan, business manager of the St. Louis Star. Mr. Bryan explained the methods of the Lewis Publishing Company and emphasized the necessity of keeping news columns always what the reader wants them to be.

Herbert Kaufman, of Chicago, spoke on "Some Things They Don't Teach in Universities." Will Irwin addressed the students Tuesday night on "The Art and Ethics of Reporting." Other talks were made by James H. Craig, of the advertising department of the Brown Shoe Company, and C. C. Cline, of the Kansas City Journal. W. V. Brumby, of the St. Louis Star, will address the editors and students Thursday afternoon on "News As It is Seen by the City Editor."

## CANADA'S MONSTER TRANSPORTATION PROJECTS.

GEORGIAN BAY CANAL, MONTREAL  
WATER FRONT, TRANS-CONTI-  
NENTAL RAILWAYS, ETC.—RE-  
MARKABLE BUSINESS ACTIVITY—  
—PREPARATIONS FOR BIG TRADE.

Looked at from the standpoint of great constructive undertakings, Canada can, to-day, outclass almost any other country on earth. A British peer who came over to look, recently, says that a great country is being constructed overnight by the steamshovel and advertising.

Next to the Panama Canal, the most important undertaking in the hemisphere, if not the world, is the Georgian Bay Canal, connecting Lake Huron with the St. Lawrence River at Montreal. It will have a minimum depth of twenty-two feet, and will be of sufficient width to accommodate boats of the usual large lake size. The route will be by way of the Georgian Bay, the French and Pickering rivers, Lake Nipissing and the Ottawa River. It will be some 440 miles in length, of which 108 will have to be excavated.

The saving in distance to Montreal and Lake Superior which this canal will effect will be 282 miles, or one and a half days. The distance to London will be 806 miles shorter than the present route via the lakes and New York. The canal will take ten years in the building, and will cost about \$100,000,000. It is now being favorably considered to effect a connecting water route to New York, which will mean closer relations and bigger trade.

In addition to the canal, immense water-front improvements are being perfected at Montreal. It is believed that Montreal will challenge the supremacy of New York as a seaport. A commission responsible to the Dominion Government is in charge of the project. The plan, in short, is to perfect a water-front of sixteen miles on each side of the river at Montreal. This immense water-

front is now being raised twenty feet to protect it against the worst possible freshets. There will be an elaborate system of sheds and two connecting railways. Plans call for the erection of a number of grain elevators of 1,000,000 bushels capacity each. One of these elevators is now finished, handling 150,000 tons of freight a week.

The only trouble with the water front scheme will be the fact that it will be ice-bound for five months during the year. All that is now needed will be a winter port not farther distant



ATTRACTIVE CANADIAN RAILWAY  
ADVERTISING.

from Montreal by rail than New York is from Buffalo.

### GIGANTIC RAILROAD DEVELOPMENTS.

Herculean tasks of transcontinental railway and town-building are in process. Mountains are being moved by dynamite to give a straight and speedy right of way, and three coast-to-coast lines are being built.

The railroad history of Canada is largely the history of the Dominion itself. It has been the indomitable fortitude of these lines and their alertness to the assistance of advertising to colonize as fast as they build, that has made possible the opening up of that vast territory to the West in record time. To-day, over the level prairies of Manitoba, Saskatchewan and Alberta, the rail-

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# July McClure's —Roosevelt

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**I**N view of the fact that ex-President Roosevelt returns to the United States June 18th, and that McClure's Magazine publishes in its July number (out a few days later) "What Europe Thinks of Roosevelt," which Mr. S. S. McClure says is the best article on Roosevelt that he has ever seen, and in view also of the fact that this number will be advertised in an interesting way and over a widespread territory—so much so that it will be easily possible to exceed McClure's guarantee—doesn't it look as if your advertisement should be in the July McClure's?

Forms for July close June 3d.

## McClure's Magazine

44 East 23d Street, New York

BOSTON CHICAGO

Curtis P. Brady, Advertising Manager



roads are blazing permanent trails and growing towns, where only yesterday buffaloes' feet trod the ground alone. All of these railways have used the most virile and able kind of advertising, of which the Canadian Pacific's slogan of "no crops, no pay" is a good example.

The Grand Trunk Pacific Railway may be taken as an example of this railroad industry and alertness. So vital are the possibilities of this railroad considered by the Dominion Government that the latter has signified its willingness to lend its support to help float the great bond issues necessary to float this road's many systems now in the making. The Government has in some cases even pledged itself to guarantee the interest on these bonds.

Within the next eighteen months, it is believed, the Grand Trunk will have completed its main line system from Halifax, Nova Scotia, to Prince Rupert, British Columbia, its extreme western point. This system, exclusive of its several branches into territories north and south, will



**Chase & Sanborn's**  
**Seal Brand Coffee**

Even an expert won't buy coffee by its looks. He wants to taste it in the cup—because all coffee looks very much alike.

If you want a delicious cup of coffee, get a brand that has proved its quality like "SEAL BRAND".

The delightful flavor and fragrant aroma of the finest coffee berries are brought direct to your table by means of the sealed can.

The flavor and aroma are sealed in.

Look on every Chase & Sanborn's "Seal Brand" Coffee—in 1 and 2 pound tins—before you buy.

113  
CHASE & SANBORN, - Montreal.

HOW A WELL-KNOWN  
U. S. COFFEE ADVERTISER  
TIZES IN CANADA.

cost, when completed, upwards of \$100,000,000. Fully \$500,000,000 will be necessary to develop the agricultural, mining, timber and other industrial possibilities, too. The Grand Trunk will provide the shortest route to Yokohama from New York, and hence will be of vital interest to the Eastern States. The new system will also ultimately provide a direct outlet for the Alaskan territory, the riches of which, including coal, gold and copper, are said only to have been scratched thus far.

A Canadian capitalist says that when all the projects are completed "Canada will have an El Dorado such as the great West was to the United States when the first pioneers made their way from the East.

Western Canada is to be opened up with Pullman coaches, while the West in this country was opened by men who trailed with caravans."

C. M. Hayes, President of the Grand Trunk Pacific, promises a trans-Pacific steamship service to the Far East, in 1913.

#### FARMERS PLAN TO SELL DIRECT TO CONSUMER.

The American Co-operative Union has been organized in St. Louis at a capital of \$1,000,000. The plan is to market farm products direct to consumers. The organizers are prominent farmers. Gifford Pinchot has been asked to become president. Thos. G. Nelson, of Indianapolis, is president, and Thomas Emmerton, of Bloomer, Wis., treasurer.

J. Clyde Marquis, of the Wisconsin Agricultural Experiment Association, read a unique paper on "Methods of Farm Advertising" recently. He advocated the need of advertising by the young farmer in establishing a patronage, thus bringing out a thought becoming more and more recognized that farmers themselves are rapidly finding the use of advertising profitable to sell live stock, seeds and other farm products or service. How live this topic is was demonstrated by the comments which occurred after this paper had been published in the *Iowa Homestead*.



A PICTORIAL COMPARISON OF CANADA'S IMPORTS.

# COTTON CROP SAFE.

## FRUIT CROP IN THE SOUTH THE LARGEST IN YEARS.

Advertisers will be interested to know that the damage to the cotton crop by the late cold spell in April was very small, and that any loss sustained will be more than made up by the increase in price. Some cotton had to be planted over, it is true, but there was ample time for this, and prospects are good for an average crop and continued high prices.

The Southern Farmer is on top and is going to stay there.

The prospect for the peach crop is excellent and the growers are organized so as to market the crop to advantage.

The vegetable growers have had an unusually good season this spring, and there is a lot of money in the South now, and going to be more.

Summer advertising pays as well as winter advertising in the South on most lines, because our farmers lay by their crops in July and have an off season in August, before harvesting time, when they have leisure to read and investigate. That is why the Southern Ruralist, Atlanta, Ga., brought replies to the Golden Eagle Buggy Co., at a cost of 36 cents each last August, when the cost was over 60 cents each in March, 1909.

Conditions are far better this year than last, and it is up to the advertiser to get busy now.

The Southern Ruralist reaches over 125,000 of the best farmers, gardeners and fruit growers in the South. The subscription price is \$1.00 a year. The advertising rate 50 cents per line. Detailed statement giving distribution of circulation, and P. O. receipts to prove same, also sample copy of paper sent on request.

**SOUTHERN RURALIST COMPANY, Atlanta, Ga.**

## PIANO DEALERS SCORE GUESSING CONTESTS.

CONVENTION AT RICHMOND LAST WEEK ADOPTS RESOLUTIONS OPPOSING THEM—INTERESTS OF REPUTABLE PIANO DEALERS TO BE CONSERVED—"PRINTERS' INK'S" CANVAS OF DEALERS' POSITION DISCLOSES 375 AGAINST, 16 FOR.

As a triumphal climax to PRINTERS' INK's campaign to eliminate the misleading guessing contest, with especial reference to piano dealers' methods of using coupons and certificates of no value, comes the news that the National Piano Dealers' Association, at its convention at Richmond, Va., last week, adopted resolutions aimed at the practices condemned by PRINTERS' INK.

The resolution discountenanced "the use of certificates in conducting special sales, and requested its members to aid in the crusade against the use of sales issuing such certificates." The purpose of the resolution was announced to be to prevent the cheapening of the piano business by side line inducements held out to buyers, and to stimulate legitimate trade.

PRINTERS' INK has had prior information regarding the opinions of piano dealers throughout the country, through its post card canvass in which the question was directly asked whether or no the dealer favored the coupon and certificate guessing contest plan.

The result of this canvass was most significant and conclusive:

Opposed to Guessing Con-	
tests .....	375
In Favor of Them.....	16
Neutral and Non-committal.	6
Total Responses .....	397

Most interesting of all were the emphatic objections to the fraudulent contest plan of selling pianos as written in the small space allowed for remarks on the postal. A few of these remarks are reproduced herewith:

Knight-Locke Piano Company, Denver, Colo.—"We cannot appreciate how any reputable houses can favor them"

J. F. Ellis & Co., Washington, Pa.—"It is insincere and misleading."

O. K. Houck, Memphis, Tenn.—"I think the present contest schemes just as honorable as running a faro bank."

Geo. J. Birkel, Los Angeles, Cal.—"Never used contest or coupon schemes in the history of our business. Would welcome a national law prohibiting all such schemes and misrepresentations in advertising."

Briggs Piano Company, Boston, Mass.—"These contests destroy public confidence in piano business in general and necessitate talking and selling pianos out of their proper class."

Ben C. Peck, Strich & Zeidler, New York—"Is an insult to American intelligence and exposes the weakness of those who employ it. Lowers the standing of the business and kills confidence which is, so far, hardly established."

C. J. Heppe & Son, Philadelphia, Pa.—"We are strongly opposed to certificates."

Cohen & Hughes, Inc., Baltimore, Md.—"It is not legitimate and all newspapers should expose it as they do other swindles. We are spending considerable in publicity in exposing the trick."

Wise Piano House, Boise, Ida.—"We consider it daylight robbery."

D. E. Woolley, Philadelphia, Pa.—"You are doing splendid work and I hope as a result the coupon prize schemes may be driven out of our business."

P. E. Conroy, St. Louis, Mo.—"It is a reflection on the honesty of the piano business."

L. S. Bond, Ft. Wayne, Ind.—"Demoralizing to the trade and legitimate advertising."

Ainsworth Piano Company, Watertown, S. D.—"It is a deceptive manner of advertising. Have tried it and speak from experience."

L. O. Keeler, Pittsburg, Pa.—"Lightning-rods and sewing machines are emblems of chastity compared with the piano-couponist. He is the worst breed of liars and cheats."

E. M. Summers, Elyria, O.—"You will do the legitimate piano trade the greatest good if you succeed in your efforts. You have my best wishes."

E. C. Carr, Boston, Mass.—"Not on the level. Nuff ced."

E. E. Elley, Star Piano Company, Indianapolis, Ind.—"The contest scheme must go. Your splendid stand on this subject commends itself to me."

Joseph M. Weber, the well-known actor and theatrical manager, when discussing the value of newspapers for theatrical advertising, said the other day: "I have now seven companies of 'The Climax' touring the United States, and the newspapers and magazines throughout the country have made this wonderful play attain that one sought for word, 'success,' and that is why I am enthusiastic regarding the benefits derived from newspaper advertising."

HOW

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## HOW SAN FRANCISCO BLEW INTO WASHINGTON.

On May 5th when the San Francisco delegation of business men, sent to Washington to plead for the Panama-Pacific Fair, stepped off the train at the Capital City, they were greeted by an entirely unexpected and unanticipated form of encouragement and aid.

Two of the San Francisco boosters had gotten very busy and carried out the following stunt, and this is what met the gaze of the delegation and the citizens of Washington: On the billboards throughout the city were 150 24-sheet and 100 48-sheet posters, while each and every one of the 700 street cars carried three cards each, both cards and posters screaming in large letters and numerals: "San Francisco in 1915."

F. E. Scotford, Pacific Coast manager for Street Railways Advertising Company, and J. Chas. Greene, billboard poster of San Francisco, conceived the idea one day, donated the space and printing free of charge and carried the thing through independently of the Exhibition Committee.

Copy and instructions were telegraphed East, and cards and posters were printed, posted and placed within a very few days. The display ran for ten days, the time the delegation were at Washington.

It is needless to say that the patriotism and public spirit of these gentlemen is helping their delegation in no small way. It is certain that the San Francisco admen are enthusiastic about it. At the meeting of the San Francisco Advertising Men's Association held May 4th, \$6,200 was enthusiastically pledged by the Association for the Fair fund.

## A HARROWING EXPERIENCE WITHOUT IT.

THE PREST-O-LITE CO.

INDIANAPOLIS, IND., May 3, 1910.

Editor of PRINTERS' INK.

For heaven's sake, take my two dollars and let me have PRINTERS' INK. I have been trying to get along without it but it doesn't pay.

R. D. Mock,  
Advertising Manager.

The Buffalo Ad Club was addressed on the afternoon of May 7th by Rev. Dr. S. V. Holmes, who talked on the moral side of advertising. Dr. Holmes related a number of amusing incidents in connection with recent travels. He said he found in Montenegro a certain town which boasted of its export of insect powder and in looking around he wondered that there was any to export. Dr. Holmes said cities should not only advertise their business resources, but the more vital things, too—the character of its citizens, etc.

H. R. Hubbard has opened an advertising agency at Sioux Falls, S. D. Mr. Hubbard has been long in the newspaper field both in the advertising and reportorial ends, having been lately with the Omaha *World-Herald*.

## WILL REPRESENT MANUFACTURERS IN LONDON

### Services of a Trained Man Available to a Few Non-Competing American and Canadian Firms.

It is a fact well known in London that many American and Canadian manufacturers make a great mistake in the men they send over there to represent them, and these mistakes are repeated over and over again. The men may be able enough, but are deficient in a knowledge of the English market and of English business methods.

A business man of wide training and successful experience is now ready to identify himself with a few good American and Canadian firms who desire British representation.

This man is a Canadian by birth, was prominently connected with extensive business enterprises in the United States, and has had a successful career covering seven years in England. He knows every part of the country and is thoroughly familiar with the proper methods of doing business there, so that he would undoubtedly prove a valuable representative for an American business house.

**Any firm wishing to get in touch with this man can do so by addressing a communication to**

**H. A. M., care PRINTERS' INK.**

The Agricultural Epitomist guarantees 200,000 circulation per month, and proves it by Post Office receipts that go out each month to its advertisers.

As a matter of fact the circulation has not been as low as 225,000 in many months. For instance, December was 250,160 and January 261,786.

More than 75% of this circulation is in the great Middle West, the richest farming country in the world.

It carries the cream of the agricultural advertising of the country.

Let us tell you more about this great farm monthly and what it can do for you.

### Agricultural Epitomist Spencer, Ind.

Chicago, Taylor & Billingslea,  
First National Bank Bldg.  
New York, Fisher Special Agency,  
150 Nassau St.

### PROGRAMME FOR THE ADVERTISING AFFILIATION MEETING.

Preparations are merrily under way for the Advertising Affiliation meeting, June 25-26, when the Detroit, Cleveland and Buffalo Ad Clubs will be in session. The Rochester, Toledo and Grand Rapids Ad Clubs have been invited to attend.

The speakers will be: F. R. Morrison, of Cleveland; H. G. Ashbrook, advertising manager of the Glidden Varnish Co.; Ernest J. Preston, general manager of the Daily Newspaper Club; W. C. Freeman, of the New York Mail; Hon. J. Hamilton Lewis (ex-Senator); Senator Wm. Alden Smith, of Grand Rapids (publisher of the *Herald*, and reputed to be the man who licked the Spanish army with an umbrella).

The Detroit Board of Commerce will entertain the convention at the Industrial Exposition, Saturday afternoon. In the evening there will be a banquet, and on Sunday the delegates will be the guests of the automobile manufacturers; and a boat ride.

The local committees just appointed:

General Committee: E. S. Leonard, chairman; Frank Conant, David A. Brown, Ward Gallett, Frank Campbell, C. A. Parker, J. A. Pfeiffer, W. O. Seelye, Joseph Mack, W. A. Shyrer, Lewis Smart, F. W. Farnsworth, B. E. Moreland, Chas. E. Buck, H. H. Robinson, W. M. Collins.

Printing and Invitation Committee: Joseph Mack, chairman; J. D. Biggers, F. L. Reeg, F. W. Reynolds, A. B. Williams, Robert Walsh.

Dinner Committee: B. E. Moreland, chairman; Jas. Strasburg, E. D. Craig, A. P. Ewing, Irving Bacon, D. H. Bowers, N. I. Taylor.

Finance Committee: David Brown, chairman; Chauncey F. York, A. Von Schlegell, O. L. Dorworth, H. B. Gillespie, Chas. B. Sawyer, G. A. Lindke.

Hotel and Accommodations Committee: M. Carmichael, chair-

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man; Ward Gavett, J. F. Kealey, Harry A. Tuke, L. W. Knapp, E. J. Mozealous, F. E. Martin.

Transportation Committee: F. J. Campbell, chairman; O. A. Netschke, G. R. Caton, W. W. Morrison, T. Edward Robinson, C. E. Van Wormer, Harry Ford.

Entertainment Committee: C. E. Parker, chairman; W. C. Hensler, I. L. Hirschman, Thos. O'Leary, F. W. Farnsworth, Richard Cohn, H. Walker.

Publicity Committee: J. A. Pfeiffer, chairman; F. A. Ellis, Thos. Barry, W. B. Lowe, H. T. Ewald, H. S. Scott, K. R. Montgomery, W. C. Radcliff.

#### DEMONSTRATING A TRAIN.

A novel scheme for advertising a coming train service is that to be employed by the Western Pacific Railroad at Salt Lake City for several days before that road is open for passenger traffic. A train from engine to observation car, Pullman sleepers and dining cars will be made up and will stand on one of the tracks near the passenger station. Everything will be in readiness as if the train were to pull out for San Francisco.

The engineer and fireman will be in the cab of the engine, which will be under a full head of steam. The conductor, in uniform, as well as the brakeman, will be ready. Pullman porters and waiters of the dining cars will be in their places. During the time the train will be on exhibition an invitation will be extended to the public to visit it and see what class of trains the company intends to operate.

J. George Frederick, managing editor of **PRINTERS' INK**, made an address before the Scranton Ad Club May 9th on the subject of "The Retailer and National advertising."

On May 28th the advertising men of Chicago will have their annual baseball game at the White Sox Park. The proceeds will be given to charity. E. C. Patterson, a local manager, is organizing a team among the special representatives and agencies. The other team will represent the Chicago Advertising Association.

"The Dethronement of the City Boss" is the title of a new book on the commission form of municipal government just issued by Funk & Wagnalls Company. The author is a newspaper man, John J. Hamilton, formerly publisher of the Des Moines *News*. Mr. Hamilton was a pioneer in importing the now famous "Des Moines Plan" from Galveston, where its principal features originated.



## There's No Getting Away From This Great Fact

Fully 85% of the space used in the good "Mail Order Magazines" is bought and paid for by business men who are in the habit of knowing exactly what they buy and who demand real cash returns for their expenditure.

For example: over 11,000 lines of advertising were published in the last issue of the *Woman's Home Journal*. Of this amount about 9,000 lines were purely mail order advertisements seeking direct returns. And all these advertisers keep right on using the *Woman's Home Journal* month after month.

Now, if these advertisers find this space profitable, then the fact that it will prove profitable to the general advertiser is just about the surest thing you know.

The guaranteed circulation of the *Woman's Home Journal* is 500,000 and the rate is only \$2 a line. It's a great opportunity for the economical try-out of your proposition. Take the matter up with me.

J. O. YOUNG  
Advertising Manager

**The Home Friend Publishing Co.**  
KANSAS CITY    -:-    -:-    -:-    MO.

## THE IMPORTANT FRENCH ELEMENT IN CANADA.

THIRTY PER CENT OF TOTAL POPULATION FRENCH-SPEAKING — LARGE PERCENTAGE OF RETAILERS FRENCH — SCHOOLS, THEATRES AND COURTS FRENCH, TOO.

In analyzing Canada as a market, there is one unusual factor to be reckoned with—a considerable French element.

Not only are the French numerous in Canada, but they are also most thrifty—following the example of France itself, which finances half the world.

According to the recently completed estimate of the Census Bureau at Ottawa, the total French-speaking population of the Dominion is 2,220,000, or 30 per cent of the total population. In the Province of Quebec alone there are 1,670,000 French-speaking people, or 80 per cent of the province's total population; 70 per cent of the population of Montreal is said to be French-speaking.

Interesting further facts are that out of a total of 3,188 grocers in the Province of Quebec, there are said to be 2,802 who speak French. Likewise, out of a total of 3,831 general merchants, 3,105 are said to speak French; and out of 462 hardware dealers, 335; out of 318 druggists, 250. Out of a total of 8,570 merchants, 7,199 have been estimated to be French.

It has been authoritatively said that there are as many or more French-speaking people in Canada as there are in Paris. These people not only speak French, but their newspapers, courts, churches, theatres and schools are French.

A more clannish and home-loving people than the French probably does not exist. The pride of mother country is strong, and the language is perpetuated by the many French institutions, the close allegiance to the church and by many other elements. This is shown by the fact that while the French-speaking population in 1901 was only 1,649,371, it is now 2,220,000—a rapid increase.

Unlike other foreign elements, which are rapidly assimilated into

English-speaking population, the French-Canadians actually speak no other language but French. As they are largely Catholics, and are held within the rigid church supervision, most of the younger generations do not assimilate or become English-speaking.

## CANADIAN PUBLISHERS' MEET.

The rapid growth of publishing in the Dominion was well demonstrated at the convention of the Canadian Publishers' Association which met at Toronto last week. The chief addresses are reproduced elsewhere in this issue.

A number of prominent Canadian publishers outside of the association were present at the meeting and urged the necessity for an organization which would embody all the newspapers of the Dominion. These included R. S. Coffin, of Truro, N. S., president of the Maritime Press Association; L. J. Tarte, publisher of *La Patrie*, Montreal, and E. S. Zwigg, of Wapella, Sask.

The officers of the association for the ensuing year are:

President, J. F. MacKay, *Toronto Globe*; first vice-president, C. W. Young, *Cornwall Freeholder*; second vice-president, J. R. Bone, *Toronto Daily Star*; secretary, J. H. Cranston, *Toronto Daily Star*; auditors, Lorne Eddy, *St. Mary's Journal*, and W. J. Elliott, *Ingersoll Chronicle*. The following were elected to the executive committee: Charles J. Boswell, *Belleville Intelligencer*; A. E. Baldwin, *Galt*; W. Clemie, *Listowel Journalist*; Hal B. Donly, *Simcoe Simcoe Reformer*; W. R. Givens, *Kingston Standard*; C. H. Hale, *Orillia Packet*; J. B. Jaffray, *Galt Reporter*; M. A. James, *Bowmanville Statesman*; J. A. McKay, *Windsor Record*; W. M. O'Beirne, *Stratford Beacon*; W. J. Taylor, *Woodstock Sentinel-Review*; A. T. Wilgress, *Brockville Times*; L. J. Tarte, *La Patrie*, and Gordon Waldron, *Weekly Sun*.

A special committee on resolutions was appointed as follows: W. A. James, of Bowmanville; W. R. Givens, of Kingston; J. H. Thompson, of Thorold; J. P. Jaffray, of Galt; and A. C. Woodstock, of Chatham.

The question of a permanent secretary and recognition of advertising agencies was discussed.

## 1910 CROP PROSPECTS.

The Government crop report, just out, is encouraging. The indicated condition of winter wheat is better than last month. The condition is less than a year ago, but the acreage is larger. The total crop is indicated as 412,000,000 bushels as against 390,000,000 bushels last May.

Since the Government crop has been issued two and one-half inches of rain has fallen, and the continued coolness has tended to strengthen the crop underground.

# Kimball's Dairy Farmer

is the only dairy paper in Iowa and the only dairy paper of general circulation published west of the Mississippi River. That one fact ought to get any thinking advertiser.

It is the trade magazine of the *cream farmers*—the automobile fellows.

**KIMBALL'S DAIRY FARMER** is published at Waterloo, Iowa, the capital of the Dairy Belt and the center of the Corn Belt.

You cannot omit it from your list without passing up the richest farmers of the richest agricultural section of the world.

Issued semi-monthly; guaranteed over 40,000 paid subscribers; rates, 20 to 17 cents per agate line.

**KIMBALL'S DAIRY FARMER**

JOHN ANDREWS  
Manager

Waterloo, Iowa



### Fool-proof typewriter oil—3-in-1

Other typewriter oils when used too freely will cake, gum, collect dust, clog and cut bearings, blur type and surely, swiftly wear out delicate action parts.

No one can "overoil" any machine with 3-in-One. All that is needed remains in the bearings—the rest runs off. It oils, cleans and prevents rust on all parts of the machine all at one time. Best—but cheapest typewriter oil.

Buy the big 8 oz. bottle—50 cts.; 3 oz.—25 cts.; 1 oz.—10 cts. All stores.

Send for **FREE SAMPLE** and Dictionary to-day.

**3-IN-ONE OIL COMPANY**  
12 Broadway, New York



"A Daily Newspaper for the Home."

## The Christian Science MONITOR

OF BOSTON, MASS.

Every Afternoon Except Sunday.

World-wide Circulation and undoubtedly the most closely read newspaper in the world. Exceptional news service, Local, National and Foreign.

New York Office: 1 Madison Ave.  
Chicago Office: 510 Orchestra Bldg.

Advertising rates furnished on application.

## Lincoln Freie Presse

GERMAN WEEKLY,

LINCOLN, NEB.

Prints nothing but original matter and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.

## From a Balcony Seat

By the Advertising Manager's  
Understudy :: :: :: :: ::

A certain publisher drives up in a \$7,000 touring car, to a Beany, where he partakes of a 15-cent repast. One is trade, the other is cash.

A Western newspaper refused to discontinue running piano puzzle advertisements on the ground that they were not fraudulent. The legitimate piano houses then offered that newspaper piano puzzle due bills to the face value of \$20,000 in exchange for a five dollar bill. The newspaper replied with a dignified silence that you could not cut with a knife.

### YOU TELL THE REST.

It is said that once the elder Bennett—

Who is the Greatest Living Advertiser? Now, all together! T. R. H.

Seymour Eaton's new idea of "16-hour eggs" has one great disadvantage. Think of the countless number of imitators who will immediately advertise "14-hour eggs," "12-hour eggs," etc., until finally someone will place a large white limousine hen in the show window and make a specialty of "eggs laid while you wait."

### MOTTO.

To the Make-Up all reading matter is pure.

### NEW ADVERTISEMENTS RECEIVED.

"Overland," by Claude Hopkins, is thoroughly charming. The Hero, an Automobile, goes through a series of exciting adventures and the plot is unfolded with the delicacy for which this author is noted. There is much interesting local color and one can fairly sniff the gasoline. Finally the price, \$1,400, is disclosed in a paragraph that is one of the most thrilling in advertising literature.

### BIOGRAPHICAL LIMERICK.

There is a young Colonel named

Post,  
Who makes something like coffee, al-  
most.

He says, "THERE'S A REASON.  
For all things, and a season,  
Now watch me use coffee to roast."

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C. R. M. asks how an advertising manager can get rich. Move to Detroit and go to work for an automobile concern.

#### HE HAD EXPERIENCE.

In closing a long description of himself, an advertising man asking for a job says: "Also, I am very patient."

The success of the "Yours Truly" brand of pork and beans opens up alarming possibilities in nomenclature. Are we to have the "Dear Sir" beef extract; the "In Answer" soap, and the "We Remain" burial casket?

Speaking of *Life's* "Improper Number," our idea of an improper number of a magazine is one that has more reading matter pages than advertising pages.

"Coffee," says McLaughlin, "is difficult to advertise, because, after all, it is only an ingredient." Then why not furnish a cook with every pound? No charge for this idea.

McClure's this month features Rats; the *Ladies' Home Journal* features Hats, and *Pearson's* features baseball Bats. Next month we hope for Frats, Cats and Spats.

The *Ladies' Home Journal* offers \$50 for the best idea in regard to a new dress. We suggest asking Hubby how his bank account stands before buying it. If we win, the \$50 goes to Charity.

A. R. Rodway, manager of the Onoto Pen Company, recently made a gift to the Magazine Representatives Club of a solid gold fountain pen worth \$64, a duplicate of the one given President Taft by the Buffalo Ad Club recently.

The Montreal *Star* has just issued an elaborate booklet called "A Souvenir of Canada's Greatest Newspapers." It is printed in two colors throughout with an embossed cover and contains an excellent descriptive article on Montreal, and a minute picture of the production and history of the *Star* Publishing Company's various publications.

William F. Shannon, widely known in Philadelphia in his connection with the business of the *Philadelphia Times*, died suddenly May 16th.

A "Breeding Special" was issued by *Successful Farming* for May, with thirty special articles.

The Portland Ad Club was addressed May 11th by Julius Meier, J. W. McLachern and C. H. Jackson.

Omaha has just held a big "Trade Excursion," conducted by the Commercial Club. The trip was through South Dakota and Nebraska. It lasted a week and 2,500 miles were traversed with an exhibition train. Handsome folders were issued for distribution and a great deal of interest was stirred up.

## The Chicago Record-Herald

During April, 1910,  
advertising in The  
Record-Herald

### Gained 15,200 Lines

over April, 1909 —  
the eighteenth consecutive month of  
advertising gains in

*The*  
**Chicago Record-Herald**

New York Office, 437 Fifth Ave.

## Are You Sure

that the mechanical reproduction of your form letters cannot be improved?

We can prove that the Typewriter Press produces letters that are accepted, almost universally, as *personally* typewritten communications.

If there is any doubt in your mind, let us show you. We will accept the burden of the proof gladly.

### American Letter Co.

*Patentees and Sole Operators of  
the Typewriter Press*

64-68 Fulton St. New York City.

Telephone John 1958.



## Some Facts!!!

**T**HE MT. ANGEL MAGAZINE, ST. JOSEPH'S BLATT, and ARMEN SEELN FREUND are English and German guide-posts for thousands of buyers, pointing the way to friendly and reliable advertisers.

Our readers are strongly urged to favor our advertisers at every possible opportunity. They are firm believers in reciprocity.

Numerous Archbishops and Bishops have given their approbation and recommend our periodicals to the Rev. Clergy and Laity of their Dioceses.

Our readers have more confidence in the articles and advertisements appearing in our Magazines than if they read them elsewhere. They know that the Benedictine Fathers are very careful as to what firms are allowed to advertise in their magazines.

The Mt. Angel Magazine (English) and Armen Seelen Freund (German) are similar in size and make-up to the Ladies' Home Journal, Collier's Weekly and other of the large page magazines, and are published monthly.

The pages of St. Joseph's Blatt are of the ordinary 7-column newspaper size. This is published weekly.

RALPH C. CLYDE, Adv. Mgr.

GOODNOUGH BLDG., PORTLAND, OREGON.

*P. S.—Successful special edition men and advertising solicitors wanted. Liberal Commission.*

## The William G. Hewitt Press

Begin to announce that they have removed to 61-67 Navy Street, Brooklyn, N. Y., where they have installed a pressroom with ten large cylinder presses and two rotary presses, also a complete pamphlet bindery, in addition to their already commodious composing room of ten linotype machines.

They are prepared to execute promptly all orders with which they may be favored for the manufacturing of books, magazines and catalogues. Their plant is equipped to run day and night.

**William G. Hewitt  
PRINTER**

61-67 Navy Street  
Brooklyn, N.Y.

Telephone: Main 5499.

## WESTERN CANADIAN FARMERS ORGANIZE AND PUBLISH A WEEKLY.

A recent and unique feature in the field of journalism is that which has been given birth through the efforts of the organized farmers of the three prairie provinces of Western Canada. The farmers of these provinces, Manitoba, Saskatchewan and Alberta, have for many years felt that the middlemen in the grain and live stock business were exacting more than their full share of the profits on these commodities, and realizing that the remedy was entirely in their own hands, they have for the past few years been organizing with a view to bettering the conditions under which they market their farm produce. The farmers decided to organize a company of their own to handle their cereals in the markets of the world, and three years ago the Grain Growers Grain Company was formed.

The company is capitalized at \$1,000,000, and the stock is all held by the farmers; no individual holding more than \$100 worth of stock. It is said that during the past season the farmers' company took care of more than double the quantity of grain handled by any other grain company in Canada.

Obviously no existing publication would answer the purpose of an organ for this organization and consequently they decided two years ago to publish paper of their own, and the Grain Growers' Guide was launched.

It appeared first as a monthly and was edited by a farmer fresh from the plow that had never wielded the blue pencil. It was accepted as the official organ of the three provincial farmers' associations and continued as a monthly for a year; nine months ago the farmer publishers erected a \$60,000 plant, changed their publication to a weekly and went into the publishing business in earnest.

Already the circulation is stated to be in the neighborhood of 20,000 copies per week and rapidly increasing.

The policy is controlled by the three provincial associations and no political party, corporation nor individual can influence this paper for selfish motives. Naturally some of the corporation interests, against which the organized farmers were fighting, did not regard with any great degree of pleasure the entrance into the field of a journal of such an independent nature, and while they apparently lacked the nerve to emulate the example set by the farmers, and produce an organ for the expression of their own views and in the protection of their own interests, they went so far as to establish a press bureau for the preparation of articles which were inserted at advertising rates in those publications to which they were acceptable. A rather bitter fight ensued, but the farmers stuck loyally to their own paper and shipped their grain to their own grain company and were generally conceded by independent authorities to have achieved a complete victory.

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Since January 1st last, in the three provinces, over one hundred new local organizations have been formed.

The story of the progress of *The Guide* and the farmers' organizations behind it, would be incomplete without a reference to the important part played in the up-building of these organizations by the farmers of the United States who are pouring across the line at the rate of 50,000 per year. These men already know the value of farmers' organizations and they are uniformly friendly to the *Grain Growers' Guide*.

#### U. S. MAGAZINES IN CANADA.

Consul Frank Deedmeyer, of Charlottetown, makes a Government report of the influence and extent of U. S. publications in Canada.

"The periodicals and magazines coming across the border, containing many pages descriptive of American goods and manufacturers, are read by the middle and upper classes. The growth in circulation of these may be judged by the fact that their imports from the United States amounted in 1905, in value, to \$225,154, and in 1909 to \$641,483. American fiction is preferred by the reading public. The Canadian press devotes much space to news from the United States. An examination into the sources of general reading matter found in three daily newspapers published on February 19, 1910, in Toronto, Montreal and Charlottetown, respectively, shows that one-third of that not local in character relates to American subjects. The stereotyped items, which fill so large a space in the weekly and semi-weekly press, are largely of American origin. As pointed out in a former report on wearing apparel, the people of the United States and of Canada are coming to a common style and taste in dress. This is also true in regard to literature.

In the fiscal year 1909 the Dominion imported books, periodicals, maps, pamphlets and other printed matter to the value of \$3,493,019. Of this total the United States furnished to the value of \$2,536,553. Nearly one-half of the American imports came in free of duty. The total imports of these articles in 1905 amounted to \$2,434,756, and those from the United States in the last-named year to \$1,729,937.

#### NEW CANADIAN PUBLICATIONS.

In keeping with its rapidly growing business, Canada is constantly giving birth to new publications. The *Canadian Century* is a new national magazine, published from Toronto. A. E. Dean, formerly of the *New York Tribune*, is editor, and A. H. Clapp advertising manager. Its policy will be "Canada for Canadians"—and it will be written and illustrated only by Canadians.

Within a month or more three weeklies of the type of *Toronto Saturday Night* have appeared: *Calgary Optimist*, the *Saturday Press*, Saskatoon, and *Saturday Spectator*, Regina.

**SOONER** or later  
the public will read  
your state of mind from  
your advertisement.

If you are not advertising the public makes up its own mind.

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*H. E. Lesan Advertising Agency*  
527 Fifth Avenue, New York  
Telephone 3023 Murray Hill

**5,000 is to 50,000  
as 35,000 is to 350,000**

Said a prominent advertiser: "I would rather pay the same money for an ad in a paper with 5,000 circulation which is read by people who are really interested in that paper and its policy, than pay it to a paper with 50,000 circulation, reaching anyone and everyone and having no specific message to convey to any special class."

## Gleanings in Bee Culture

has a *specific* message for a *special* class. Its readers are really interested in it and its policy, because it is devoted to a subject in which they are tremendously interested. And, on the basis above, since its circulation is 35,000 it must be equal in advertising value to a paper having a miscellaneous circulation of 350,000. Write for information.

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**The A. I. ROOT CO.**  
MEDINA — — — — OHIO

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.  
Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Chicago Office: 1502 Tribune Bldg., Telephone, Randolph 1098. WM. S. GRATHWOHL, Mgr.

St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Main 1151.

Issued every Wednesday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

JOHN IRVING ROMER, Editor.

J. GEORGE FREDERICK, Managing Editor.

New York, May 25, 1910.

## Canada and "Big Business"

The germ of combination and "big business" is now becoming thoroughly domesticated across that imaginary line which is supposed to separate the United States from Canada, but doesn't—except at Washington and Ottawa.

Three large "combines" have been effected in Canada in the past month or two. One is the Canadian Cereal & Milling Co., Ltd., consolidating nine large individual mills, which will have a total capacity of 5,500 barrels of oatmeal, flour, barley and split peas *per day*. Another is the Maple Leaf Milling Company, with a capital of \$5,000,000; a consolidation of big Toronto milling interests.

The largest of all new Canadian combines, however, is the \$30,000,000 cement combine (Canadian Cement Co., Ltd.). The productive capacity of this merger will be about double the entire previous Canadian consumption of cement—which fact bristles like a porcupine with the optimistic expectations typical now of all Canadian business. Other notable

combinations have been the Canadian Car and Foundry Co. (\$10,000,000); Amalgamated Asbestos Corporation; and the Dominion Iron & Steel Co. (\$50,000,000).

Canada has a curious advantage in breeding big business—her next door neighbor has been the dog upon whom all the necessary and attendant evils of a rapidly growing country have been tried, and remedies found. With the conservatism of the English, the aggressive spirit of America, the thrift and skill of the French, Canada may make a pretty proud showing before she gets through—especially if she profits by this country's advertising experiments and does it properly from the very start.

## The Amazing Success of Cement

Speaking of cement (especially in view of the interesting article in this issue about Marquette advertising) it is significant and interesting to note the phenomenal increase of production and use of this important material. In 1909 there were produced 62,000,000 barrels of Portland cement, worth at the mills \$54,400,000. This represents an increase of nearly 11 million barrels over the year before—fully 20 per cent.

The production of *natural* and *puzzolan* cement, in addition, was 1,660,000 barrels. The rapidly widening uses of cement, all the way from farm posts to railway abutments, office buildings and grain elevators, seem still unlimited. The gospel of cement is being preached in practically every newspaper, magazine, farm paper and trade journal that is now being published.

Booklets rich with illustration and good writing are subtly at work everywhere suggesting and explaining cement, until there are many who are actually "cement obsessed," and use it for the simplest and commonest of purposes.

No wonder the brick manufacturers are hastily bestirring themselves!

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## A Manufacturer Fighting a

### Straw Man

It takes only the fringes of an imagination, and a little knowledge of the modern housewife's viewpoint, to see the chilly reception which such a kindergarten advertising effort as the following will get:

THE BIRKETT MILLS.

PENN YAN, N. Y., May 1, 1910.

DEAR MADAM:

Eight hundred million dollars is quite a lot of money, yet that is the amount spent every year in the United States in advertising. That means \$10 a year for every man, woman and child in this broad country, or \$60 a year for the average family. How would you like to save for yourself the \$10 apiece, which advertising is costing your family in the increased cost of commodities?

One of the main arguments for buying advertised goods is that the maker spends so much money in advertising and getting a reputation that he cannot afford to risk it by putting out inferior goods. As a matter of fact, we all know that very many advertisers do put out goods that are inferior to the unadvertised competition. For instance, we know that there are several brands of flour which are much superior to any of the much advertised brands. This is simply because the makers of the brands that are not advertised, can afford to put the cost of advertising into the quality of their goods. The miller will not scrape quite so close to the bran, but will make his patent of a little higher grade. We believe that to get the best grade we must make the best flour, and that is what we do.

If you haven't been using it, better get a sack of Sterling from your grocer to-day.

THE BIRKETT MILLS.

The intelligent housewife has discovered before this, from the over-eager interest of substituting dealers, that the money which is claimed to go into "extra quality" is, instead, put into extra inducements, bonuses, rebates, bribes and similar abnormal selling expense upon the trade. Not having any consumer-demand to offer as a legitimate bid for the trade's consideration, and finding quality most frequently held secondary to price, the non-advertising manufacturer invariably has got to pay a greater selling expense than the manufacturer who does good consumer advertising.

It would be foolish to assert that all advertised goods are of higher quality than non-advertised goods, for many splendid articles are to-day unadvertised. But if a

poor quality can succeed with advertising, how splendidly successful could a good quality of goods become if intelligently advertised!

The above letter should be Exhibit No. 1 in the fossil room of John E. Kennedy's Institute of Advertising Research.

## Gingering Up the Retail Business

Evidences not alone among advertisers, but also among retailers and business men generally indicate that the subject of live retail outlets for trade-marked goods is one of vital and timely interest.

The following letter gives hint of the way the matter is being mulled over from various angles:

NEW YORK, May 20, 1910.

Editor of PRINTERS' INK:

It was at least refreshing, even if visionary, to read the article this week on the branch store plan alleged to be engaging advertisers at present. I do not believe any such scheme will ever come to pass, because it is pure communism, and pure communism has many monuments of failure. Combination is a good thing when not practiced at too close quarters or in too much detail, but this plan is ahead of the times a bit too far.

If the plan were for joint district warehouses and distributing points, I should be convinced, for that is co-operation at not too close quarters. The whole structure of business success rests on individuality, and manufacturers will inevitably so push their individual ideas in the proposed branch store organization that someone's notions will be piqued or opposed; and disastrous friction will result. The big practical objection to the plan is that it will require too much capital to give it a fair trial, and failure would mean too much loss.

To my mind a much better plan, one more immediately practicable, would be for manufacturers of all kinds who sell through dealers to combine for the purpose of educating bright young men for the retail business. The greatest lack in the mercantile world from the manufacturers' viewpoint is the incapacity of so large a number of dealers. It is far too absurd a fact to take it calmly that the really progressive, alert and energetic dealer is the exception rather than the rule. Something should be done about it.

Instead of deploring this, why not set about to educate a new generation of retailers, doing it co-operatively with the backing of manufacturers? A correspondence course and even a centrally located college of retailing could be established; why not, even, have traveling lecture and exhibition cars moving from town to town and city to city—just as our progressive

friends the farmers enjoy? Indeed, if nothing else were done, it would pay manufacturers to send co-operatively a retail "boost" and education car around the country. Am I, too, visionary?

C. F. PALMER.

There are some interesting ideas to think about in this letter, and it can easily be predicted that some co-operative effort on the part of manufacturers will take place sometime. Their interests are too similar and vital.

As for educating retailers, it must not be overlooked that a number of splendid trade papers have been at work for this end week after week for years past. They have accomplished much, and that a retailer reads a trade paper is nowadays good evidence of his progressiveness.

It will be interesting to many to know that the very latest class of manufacturers to take up the branch store idea is the clothing makers. A big plan is under way for a chain of retail trade-marked men's clothing stores.

All of which is further demonstration of the growing independence and individuality of manufacturers through strong advertising policy.

**Keeping Alert to Trade Information** The Studebaker Bros. Mfg. Co., South Bend, Ind.—probably the largest makers of vehicles in the world—have adopted a plan bound to be of the utmost value to both its manufacturing and selling organization.

A weekly house organ, known as the *Studebaker Library Bulletin*, has just been started, which has for its object the listing of all the books and all articles of interest in the magazines and trade papers received at the Studebaker employees' library. All important articles in a long list of trade papers are listed alphabetically under subject heads with page, author and publication title and date attached. These subject heads run from accounting, advertising and aerial navigation to wood, turpentine, traffic, salesmanship, etc. They comprise a bird's-eye view each week of what men of affairs are writing

about and business ideas and developments of every kind.

Employees are urged to pick out what they want to read and get it at the library, "for the promotion of efficiency and usefulness of interested workers, to themselves and to Studebaker." It is announced that "the library will not demand any additional sacrifice to your already busy life, but will prove to be a time saver."

Here is recognition by a world-famous manufacturing concern of the highly practical power of trade and technical articles, news and information—a recognition far too seldom accorded. Progress in manufacturing and progress in marketing are made only by those who assimilate the experiments, experiences and ideas of others. The liveliest and most successful men will always be found to be keen absorbers of the printed experiences and ideas of others.

The amazing progress of the steel industry was mostly due to the instant readiness to drink in and adapt the world's latest ideas of steel processes—even though it frequently meant throwing on the scrap heap piles of costly machinery but recently installed.

As the advertising business becomes a broader and more closely practical study, this need for assimilation of experiences and ideas grows with leaps and bounds. It explains the very rapid development of **PRINTERS' INK**, and the keenness with which advertisers studying selling and advertising problems turn its pages every week for profit-making ideas—and find them in considerable abundance.

#### GENERAL ADVERTISING OF REAL ESTATE IN NEWSPAPERS.

E. B. TOWNSEND & Co.  
WASHINGTON, D. C., May 16, 1910.  
Editor of **PRINTERS' INK**.

Realizing that Washington is becoming more and more the home of the rich people of the country, we are thinking seriously of advertising in a moderate way in a good newspaper in each of the large cities, and would be very glad to receive through your efforts the names of agencies together with reference and all information necessary.

E. B. TOWNSEND.

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## A CANADIAN "TOWN MARKET" DEVELOPED BY ADVERTISING.

HOW ADVERTISING AND PUSH BUILT UP A PROFITABLE AND MUTUALLY SERVICEABLE PUBLIC UTILITY—HOW IT WAS DONE.

Where there is a good *market town* there can be created a good *town market*—self-supporting, even profitable, and a boon to the community.

This is now proved by the experience of the town of Galt, Canada, whose 9,000 inhabitants are all enthusiastic over the power of advertising and the reward of energy.

For half a century Galt has been struggling along with its

Galt in encouraging public sentiment toward market support is worthy of imitation. He endorsed market-making in his inaugural of two years ago. He has never lost an opportunity to talk market-making in his public addresses. He secured a considerable civic appropriation this year for advertising the market, and some of the money was spent in editorial and circular matter, aimed at convincing the townspeople that a town market is a good thing. It has taken a couple of years of straight work along these lines to spread such an atmosphere of local good-will that everybody is now willing to spend \$3,000 for improvements.

The second ingredient is a good market place. This has been amply provided—even to a roomy clubroom over the market place.

The third ingredient is proper legal regulation. "Corners" are forbidden; also trucking from house to house (after some public education by advertising); adoption of fee instead of free market space, etc.

The fourth ingredient is good government, and others are good roads and constant, vigorous advertising. Mail pieces are sent out at intervals to farmers, etc., telling them in good, snappy language why they can profit by coming to market.

The Galt market is now renowned far and wide in Canada for its enterprise and success.

## GALT MARKET

— IS THE —

**Best in these parts for the Seller.**

BRING YOUR PRODUCE HERE  
**WEDNESDAYS AND SATURDAYS**

The Buyer awaits you. He has the Cash and Wants your Best.

Every Convenience and Comfort in Vegetable Market Building for All.

Galt Stores can supply you with all your needs.

POSTER THAT BROUGHT THE FARMERS.

market problem. Part of the town was indifferent, not comprehending what it was missing. The medicine which its new mayor gave it with such good results was concocted on the following recipe, according to the *Busy Man's Magazine*:

First ingredient: Hold a public meeting or two to stir up local public spirit. Circulate market literature. Get the town council and the board of trade busy. Agitate, agitate, agitate!

The example of the mayor of

## ON THE NEWSSTANDS OF WINNIPEG.

WINNIPEG, MAN., May 9, 1910.

Editor of PRINTERS' INK.

I have your letter of May 5th requesting subscription to your valuable publication. In reply I beg to state that I am a constant reader of PRINTERS' INK, but I receive my copy from one of the local newsdealers.

I agree with you, that there must be something wrong when anyone interested in advertising does not read your publication. It appears to be improving each week and is always full of valuable information.

C. W. POMEROY.

The D'Arcy Advertising Company, of St. Louis, has taken a new and larger suite of rooms in the Fullerton Building, Seventh and Pine streets.



## FREEMAN DISCUSSES SOUND ADVERTISING POLICY TO CANA- DIAN PUBLISHERS.

GROWING INTEREST AND CONFIDENCE  
IN ADVERTISING—NEED FOR SERV-  
ICE TO ADVERTISERS BY PUBLISH-  
ERS—THE PROBLEM OF RATES—  
FLAT RATE ADVOCATED.

[NOTE.—The following is the address prepared by Wm. C. Freeman, of the New York Mail, for delivery before the Canadian Press Association, which met in Toronto last week. Being unable at the last moment to leave New York, Mr. Freeman delegated J. M. Hopkins, general manager of PRINTERS' INK, to read the address as printed below.]

It is not so long ago that all advertisements were looked upon with suspicion.

They were accepted by the people upon the theory that the moral code did not apply to trade—that it did not exact accuracy of statement on the part of merchants.

It is queer how the people permitted lying in advertisements to go unrebuked for so long a time.

To-day, the advertisement that does not bear, on its face, evidence of truth, is rejected by the public. It is a flat failure.

The merchant who lies about the merchandise he sells stands about as much chance of succeeding as does the man in any community whose word is not accepted.

Pick out, in your communities, merchants who are the big successes and I will warrant that you will name men whose promises are sacredly kept.

It is not sufficient any more that a man's credit at the bank is good, or that he has the reputation of paying his bills promptly. He must be more; he must be a man whose business dealings with all of the people are in accordance with the tenets of the Golden Rule.

You know men, and so do I, whose bank rolls are as big as your arm, whose credit is unimpeachable, but neither you nor I would take their word for anything.

There is more than mere money to be considered in these days. The biggest asset in business or in private life is a good name.

Money follows men who play on the square. It sometimes takes longer to acquire it, but when it comes it has no taint and its possessor has not lost his self-respect in getting it.

Business methods have undergone great changes, just as have advertising methods. The old-time custom of *permitting a purchaser to offer a price for an article in the store* has given way to pricing articles in plain figures in every reputable store. Furthermore, the merchant who does not price his merchandise both plainly and honestly is not building a business on sound lines. Sooner or later he will fail.

People are now great readers—they are better educated—they take more interest in what they eat and wear than they used to, so they are not easily fooled. They will not buy silk just because somebody labels it silk, for they know what silk is.

As we grow in knowledge, so does our respect for right-doing increase. Education is the people's safeguard from the wiles of the deceivers in advertising, and that is the reason the deceivers have not a chance to succeed.

Newspapers are natural business builders. They are the quickest and generally the safest carriers of messages from advertisers to homes everywhere every day.

I admit to partiality in my judgment of newspapers. In my mind they are the greatest power in the world.

They print the spoken word almost as soon as it is spoken. They reproduce everything except the human voice—do it quickly and intelligently.

The church, the public school, and the newspaper form a triumvirate of character, education and general uplift in every community.

Newspaper publishers, therefore, should have a care not to print any spoken word in their news or advertising columns that carries with it a suggestion of in-

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sincerity or lack of truth or that will prove harmful to anybody in any way.

The value of newspaper publicity is greatly enhanced when publishers insist that advertisers who buy space must confine their announcements to statements of actual fact.

Advertisers who are doing the right thing by the public are willing to pay for the privilege of having their advertisements appear alongside of the advertisements of other advertisers who are also doing the right thing by the public.

The business man, or the man in private life—the great merchant or the ordinary worker—is always benefited by traveling in good company.

Advertising in a newspaper that will not print disreputable advertisements is infinitely more valuable per thousand of circulation than is advertising that is printed in a newspaper that will print any kind of advertising.

There has been marvelous development in newspaper advertising in recent years. Manufacturers who have trade-marked articles to introduce in all parts of the world are beginning to realize the importance of using newspapers as the surest and quickest method of introducing their articles into the homes.

The newspaper that stands for character is regarded in the family as a personal friend that makes a pleasant call every day and acquaints its members with all the news they ought to know about everybody and everything in their home town.

Can anybody conceive of a better advertising proposition—a better means of letting the readers of that newspaper know what a merchant or a manufacturer has to sell?

There has been greater development of advertising in newspapers of recent years because publishers have come to a realization that there is a real affinity between the business and editorial departments. They have greater respect for advertising men. They are willing to admit now that we are members of a profession. They are

## NOVA SCOTIA

has a greater variety of industries—coal mining, fishing, lumbering, agriculture, and steel and iron plants—than any other Canadian province.

The sworn circulation of

## THE HERALD AND THE MAIL

(detailed statement of distribution furnished to all advertisers) comes within 20% of the bona fide circulation of all the other daily papers in Nova Scotia put together.

The same flat rate for the same service to all advertisers. If interested in this section of Canada communicate with

**THE HALIFAX HERALD  
and THE EVENING MAIL,**  
HALIFAX, Canada.

## Many Americans Are Coming Into Western Canada

They have a preference for the goods from the old homeland. But those goods are sold in competition with Canadian and British goods in this rapidly developing country where all things are new.

American concerns must advertise to hold and get business.

## The Phoenix

*Daily and Weekly*

SASKATOON, CANADA

is the journal of Central Saskatchewan. Circulates in 150 Western towns on three railway systems.

Write for sample copies and advertising rates.

**J. A. AIKIN**  
Publisher

willing to concede that our work is just as important as that of the editor-in-chief. Wise are the publishers who give us our full due!

Gentlemen, to develop advertising for your newspapers it is necessary for you to employ men in your advertising departments who have both brains and character—men who are able to call on the merchants in your community and submit plans of campaigns for them that have so much merit to them that the merchants must accept them.

You must employ men who have ability to write advertisements when occasion demands—and men, too, who are fair enough to say to every merchant they call on:

"I represent the *Examiner*. Naturally, I want to get all the business I can for my publication, but if you want to know the truth, you cannot reach all of the people in this town unless you also use the *Star* and the *Globe*. They are both good newspapers. Now, let me show you how you can divide your appropriation among these newspapers so that you will get the best possible returns on your investment. Do not forget for a moment, Mr. Merchant, that advertising is an investment, not an expense."

And, Messrs. Publishers, you must employ men, too, who are not satisfied to just call on the merchants who are already advertising; they must be anxious to call also on men who do not advertise. They must be able to show them how it is possible for them to advertise at a profit to themselves.

It does no good to employ mere copy-chasers—men who approach merchants and say: "Please let me have the advertisement for my paper to-night that you ran in the morning paper this morning. I am sure it will pay you."

That is no way to get business. The merchant must be interested—he must have reasons advanced as to why he should advertise—the benefits that will accrue to him from advertising in the paper must be clearly defined.

It takes brains to suggest—to

create. It takes men who are familiar with all of the conditions in the communities in which they work. They should know the average earning ability of every family in the community. They should know about how much business is done by all of the merchants collectively and each merchant individually in the community. They should know the character of the readers of the paper they represent. They must be able to reason out to the merchant that he is certain to receive a fair percentage of their trade if he appeals to them in the right way.

Merchants always want more business, and they are willing to pay a reasonable percentage to get it.

Advertising is not guesswork any more—neither is it an exact science. At the same time, a newspaper that is rightly conducted—that gives its readers and advertisers a square deal—can estimate pretty accurately the returns that it will bring to advertisers who buy space in it.

If the advertiser should not receive returns in proportion to what he thinks, or what you think he should secure, study his case. Do not merely be satisfied to take his money—try to help him. If need be, have his copy written for him—but when it is written, see that it is directed to your readers. You should know what your readers like; better than the advertiser.

Neither the business manager, nor the advertising manager, nor the assistants of the advertising manager, should ever hesitate to work at any hour of the day or night for the benefit of the advertisers who are spending their money with the paper. It is the only way to keep the mill grinding good grist.

Be frank and aboveboard in all of your statements. If you think a merchant is advertising in the wrong way, tell him so and give him a reason for your belief. He will have more respect for you than if you cater to his views only, and go along just accepting his copy from him, not caring whether it pays him or not.

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No man is ever lacking in appreciation of another man who shows that he is sincerely interested in helping him. Big and small merchants are just human beings, after all, you know.

In every community where there is a newspaper published every manufacturer in that community should be seen and persuaded to advertise the article he manufactures in his home newspaper first.

It is a mighty good asset to be well known at home before a manufacturer seeks recognition abroad. A man who goes from his home town into another town or city in which to engage in business will discover that the first questions that will be asked of him are: "Where did you come from? Who are the men in your home town who will recommend you?" Unless that man can give some sincere and straight endorsements from people who know him well, it will be all up with him.

So it is with the advertiser who reaches out for a national reputation before he lets his own neighbors know what he is manufacturing—before his neighbors are willing to say of him, "We know he manufactures a good article. We buy it. We know as a man he is all right, too."

Cheap advertising rates are a menace to newspaper growth. An indifferent, irregular, irresponsible scale of advertising rates is also a menace to newspaper growth.

Every newspaper should charge an advertising rate that will yield a profit to the publisher, and every advertiser using the paper should pay the same rate, based on the discounts given for amounts of space used.

The ideal rate card, of course, is the card that charges every advertiser—big and small—the same rate; but publishers have not reached that point yet in newspaper making, although in Boston they have a shining example in the *Boston Globe*—a very successful newspaper that does business on this basis.

Newspaper publishers are gradually realizing that the nearer they can get their rate cards to

## Cameo Charms the Eye

Cameo Paper seems like a miracle because it so transforms printing. First, it is a half-tone paper with no lustre whatever. Next, it makes the sort of booklet or circular that the reader dislikes to lay down.



# CAMEO PAPER

—White or Sepia—for Printing—

Double-toned ink on Cameo Plate Sepia gives the richest effect obtainable with one printing.

Cameo Plate enriches illustrations, deepens half-tones, dignifies type.

*Write for Samples and Name of Nearby Dealer*

**S. D. WARREN & CO.**

163 Devonshire Street, Boston, Mass.

Makers of Fine Coated and Uncoated Book Papers

the flat rate plan the more satisfactory it is to the advertiser.

The discounts allowed for big space contracts are sometimes terrific. What do you think of several New York newspapers that give discounts from their gross rate as high as 50 per cent and 60 per cent? No wonder the small advertiser says: "I cannot compete with my big neighbors."

I think you newspaper men up here in Canada are able to teach us down in New York something about advertising rates. Down there we are too much inclined to make a showing in the volume of business carried rather than a showing in the cash drawer; and it is wrong.

No good newspaper can be published except at a great outlay of money, and no advertiser has a right to expect of a publisher a rate that that publisher cannot afford to carry his business at.

You all run up against the advertiser who says, "Now, I will spend with you this year, provided you will make me the proper rate, \$10,000, and from that sum on up to \$100,000, but I won't do it unless I get a rate that I can afford to pay," and the publisher sometimes yields to the advertiser's suggestion.

You go along for a year, maybe two years, or maybe five years, carrying that man's business at an absolute loss.

That is not good business. Neither is it good business to let advertisers dominate the paper—to say to the paper, "We must be protected if anything happens in our stores that we want to conceal from the public; we must be given free publicity in your news columns whenever we want it; we must have the privilege of canceling our contract whenever we see fit—we want you to understand, Mr. Publisher, that we are the real supporters of your paper, not the readers—that you make your money from us and not from the reader," and so on.

I believe in going the limit to help the advertiser in every legitimate way to make his advertising pay him, but I do not believe in

newspapers bowing the knee to advertisers. They don't have to.

Advertisers, down deep in their hearts, do not take much stock in newspapers that try to curry favor with them.

It is good business also for publishers to take good care of the advertisers, just as it is good business for the merchant to take good care of his customers.

In your anxiety for business you sometimes ignore your duty to your readers.

You should never forget that your readers—not the advertisers—are the backbone of your paper; not the money backbone—but they hold the balance of power. It is their faith in you and their willingness to buy from your advertisers that gives your publication its value as an advertising medium, and as long as you give them a good newspaper, with truthful news and reliable advertisements, they will stand by you.

But when you commence to deceive your readers—when you place before them news that is not true, or print advertising announcements that they do not want the women folks to see, then they will withdraw their support.

With the right kind of a newspaper no advertiser will assume to tell you how to run your business—he won't presume to tell you what rate you should charge him.

If your paper is not good enough to command the confidence of your readers, it will prove to be of little value as an advertising medium, and the advertiser will find that out very quickly.

The newspaper business is a great business, because it is now both professional and commercial, and it is a greater business to-day than it ever was, because professionalism and commercialism are marching hand in hand for the betterment of every community in which newspapers are published.

Don't cut rates. Don't bend the knee.

Don't sell your birthright to any advertiser.

If you do, you will receive in return the usual mess of pottage.

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If you or your representative could run over our plant you would recognize its individuality, and the good service rendered and would refuse to pay more than our price.

# BILL POSTING AND PAINTED SIGN DISPLAY

COVERING GREATER BOSTON

NOT IN THE TRUST

**SPRAGUE-NUGENT CO**  
PAINTED DISPLAYS  
INDEPENDENT POSTING SERVICE  
16 ASH ST. Boston



EVERY service printer and advertising man appreciates the advantages of "STRATHMORE QUALITY"

Book and Cover Papers over other printing papers, because they are produced in the same mill, giving a definite relationship between the inside and the outside of the first class printing job—to say nothing of the advantages in quality of each individual Strathmore Stock.

If you have not our sample books, your paper man will furnish you, or we will.

MITTINEAGUE PAPER COMPANY  
The "Strathmore Quality" Mills  
MITTINEAGUE, MASS., U. S. A.

## a little money goes a long way in Canada

**If** you use our  
specially located  
painted signs.

Our people are influenced to the buying point by outdoor advertising—when we do it for the many successful advertisers who employ our services. We control the best locations in the Dominion—on every important street and steam railway. And we know how to do the kind of

## outdoor advertising that pays

Tell us to **SHOW YOU** why, and how, we can save you money, spare you bother, and get you results that you can see on your cash book's debit side.

**CONNOR-RUDDY CO. LIMITED**

11 Wellington St., East Toronto

Official Solicitors for the Associated  
Billposters of U. S. & Canada.

Branches: Montreal, 691 St. Paul St.  
Winnipeg, 451 Portage Ave.

## UNITED STATES BRANCH FACTORIES IN CANADA.

LIST OF WELL-KNOWN HOUSES  
WHICH ARE NOW REPRESENTED IN  
CANADA WITH PLANTS—JAP-  
LAC'S REASONS FOR GOING TO CAN-  
ADA TO MANUFACTURE.

If Canada is a good market for American goods, then the fact must be provable by the actual experience of representative manufacturers and advertisers.

Below is printed probably the first list ever published of United States concerns who have established factories and branches in Canada. The list is most imposing, yet it does not include absolutely all. This Spring there has been a special activity in establishing Canadian branches.

For instance, the Glidden Varnish Company scarcely more than a few weeks ago established a factory and a Canadian company at Toronto. It purchased a small varnish factory as a nucleus.

Says H. G. Ashbrooke, advertising manager:

"We expect to enlarge the plant materially, in line with the way we operate in this country. We have done considerable business in Canada on our various products, but the exaction of a very large duty by that country has prevented our making any great progress, so far as volume of business is concerned and we decided, in view of the fact that a very large number of American magazines, in which we are advertising, have a good circulation in Canada, that we could take better advantage of and have less loss in such circulation, by manufacturing in that country.

"We do not know just at the present time what kind of an advertising campaign we will take up specifically in Canada, as that feature of the proposition is new to us, and we will have to make some investigations before we can outline a definite policy. Whatever is done, of course, will be done by this company, who will be the sole owners of the Canadian company, and which will be operated by us simply as one of our branches.

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Ault  
Ink  
Otis  
Frank  
Kind  
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"We believe there is a big field for business in Canada, and we think the natural growth will continue, and that eventually a large business will result. We will have to outline our course after we have some experience of personal investigation, as to the class of people there, and their customs and requirements—but those are details which we think can be worked out without any great trouble."

The list of other Canadian branch factories follows:

*Toronto, Ont.*

Dominion Carbonic Co., Ltd., Carbonic Acid Gas.  
 American Abell Engine & Thresher Co., Separators, Traction Engines.  
 American Watchcase Co., Ltd.  
 Ault & Wilborg Co., Ltd., Printing Inks and Shellacs.  
 Otis Fenson Elevator Co., Ltd.  
 Frank H. Flour Co., Ltd., Chiclets.  
 Kindel Bed Co., Couches, Folding Beds.  
 American Laundry Machinery Co., Ltd.  
 S. F. Bowser & Co., Ltd., Oil Tanks.  
 Brunswick-Balke-Collander Co., Billiard Tables.  
 Canadian Shredded Wheat Co., Ltd.  
 Capewell Horse Nail Co., Horseshoes and Nails.  
 Commercial Acetylene Co. of New York, Gas.  
 Computing Scale Co., Ltd., Scales.  
 Dodge Manufacturing Co., Transmission Machinery.  
 Canadian Kodak Co., Ltd.  
 Henry Disston & Sons, Ltd., Saws and Files.  
 Stewart Hartshorn Co., Blind Rollers.  
 Michigan Ammonia Works.  
 Dart Union Co., Unions and Joints.  
 Reeves Pulley Mfg. Co., Ltd.  
 Santol Chemical Laboratory Co., Ltd., Drugs.  
 John Underwood & Co., Inks.  
 Waterbury Chemical Co.  
 Huyler's.  
 International Varnish Co.  
 Lumon Boaring Co., Bronze Castings.  
 Aluminum & Crown Stopper Co., Crown Corks.  
 American Chiclet Co., Gum.  
 Arlington Co. of Canada, Ltd., Rubber Collars, Combs, etc.  
 Conduits Limited, Electrical Conduits.  
 Coca Cola Co., Soft Drinks.  
 Goldschmidt Thormit Co., Smelting Furnaces.  
 Murphy Iron Works Limited, Smoke Consumers.  
 National Cash Register Co., Ltd.  
 William R. Perrin & Co., Presses.  
 Pratt Food Co., Ltd.  
 Queen City Oil Co., Ltd.  
 United Typewriter Co., Ltd.  
 Wrought Iron Range Co., Ltd., Stoves.  
 Standard Sanitary Co., Ltd., Baths, Plumbers' Supplies.

## IT'S ALMOST HUMAN!

# The Meacham Addressing Machine

The Machine that Embodies All the Good Points of the Human Method, Yet Eradicates to Perfection Its Inaccuracy and Slowness.

No Up-to-date Office Equipment Is Complete without this Accurate, Cheap and Legible Addressing Machine.

We quote below a few well-known users of our machines, all of whom tried various other systems before adopting ours:

AMERICAN SUGAR REFINING CO.,  
 117 Wall Street, New York.

THE AMERICAN TRACT SOCIETY,  
 150 Nassau Street, New York.

S. F. MYERS CO.,  
 37 Maiden Lane, New York.

J. S. SHIELDS & CO.,  
 596 Broadway, New York.

STRAWBRIDGE & CLOTHIER,  
 Philadelphia, Pa.

The yearly cost of maintenance of many addressing machines far exceeds the original cost of the machine itself. The Great advantage of the MEACHAM over all machines using steel or rubber type is, that in making the changes in name frequently occurring in every large business, our stencils can be purchased for one-fifth of a cent each instead of two cents each, as is the case with other machines.

## Meacham Addressing Machine Co.

GEORGE W. MEACHAM, Pres.

Recently Removed to New and Enlarged Quarters at

261 Broadway, N. Y. City





## Suggestions for those vacation days

that will help you in deciding the question are given in detail in our

1910 EDITION

## "NEW ENGLAND VACATION RESORTS."

It tells you Where to Go—Where to Stay—What It Will Cost—and What to See and Enjoy in . . .

## VACATION LAND

The region famous for its unrivalled scenery, pure air, combining rest, recreation, and every known out-door pastime. . . .

## THIS BOOK IS FREE

for the asking. Send to-day.

Other Publications descriptive of and illustrating each section will be included for the cost of mailing.

LET US KNOW YOUR WANTS TO-DAY.

Address Library No. 219.

NORTH STATION, BOSTON

C. M. BURT, G. P. A.



## FOR SALE

No. 4 Hoe Web Perfecting Press,

printing 16-32-40 and 48 pages; sizes 7x10, at speed of 4,800 per hour. Will also print one-half this number of pages, size 11x14, at speed of 4,800 per hour. This press can be seen in actual operation and will be sold at a great bargain on favorable terms to purchaser. It does satisfactory work, but our growing demands for quantity have outgrown the service of this press. Delivery can be made Sept. 1st.

THE SIMMONS PUBLISHING CO.

Springfield, Ohio

## Printers' Ink

at \$5 for 3 years is  
an exceptional bar-  
gain for Advertisers

H. W. Johns-Manville Co., Asbestos Coverings.

International Stock Food Co.

Oldsmobile Co. of Canada, Automobiles.

Standard Silver Co., Silverware, etc.

Sunbeam Incandescent Lamp Co. of Canada.

Fairbanks Morse Can. Mfg. Co., Ltd., Gas and Gasoline Engines.

Schoelkopf & Co., Wool Pullers and Hides.

### Montreal.

Allis-Chalmers Bullock, Ltd., Machinery.

Berliner Gramophone Co. of Canada, Ltd.

Canadian Buffalo Forge Co., Ltd., Forges.

Denver Chemical Mfg. Co., Antiphlogistine.

American Tobacco Co., N. K. Fairbank Co., Lards and Greases.

Gillette Safety Razor Co.

Sherwin Williams Co., Paints, Oils and Varnishes.

Walter M. Lowney Co. of Canada, Ltd.

Simonds Canada Saw Co., Ltd.

H. G. Vogel Co., Fire Extinguishers.

Vulcan Portland Cement Co., Ltd.

Jeffrey Mfg. Co., Ltd., Conveying and Mining Machinery.

American Can. Co.

Amer Incandescent Light Mfg. Co., Ltd.

De Laval Mfg. Co., Cream Separators.

United Shoe Mfg. Co. of Canada, Ltd.

Soram Automatic Sealer Co. of Canada, Ltd., Self Sealer.

### Niagara Falls, Ont.

American Cyanamide Co., Ltd., Fertilizers.

Wm. Rogers Mfg. Co., Silverware.

Bissell Carpet Sweeper Co.

Canadian Ramapo Iron Works, Ltd.

The Spirella Co. of Canada, Ltd.

Oneida Community Co., Ltd., Silverware and Cutlery.

### Walkerville, Ont.

Parke, Davis & Co., Chemicals.

Ford Motor Co. of Canada, Ltd., Automobiles.

Berry Bros., Ltd., Varnishes.

Canadian Bridge Co., Ltd.

The C. & Thum Co., Fly Paper.

Page Wire Fence Co., Ltd.

### Welland, Ont.

Canadian Billings & Spence, Ltd., Paints, etc.

Galena Signal Oil Co., Ltd.

### Windsor, Ont.

Oenberthy Injector Co., Valves, etc.

Frederick Stearns & Co., Chemicals.

Seely Mfg. Co., Perfumes.

J. T. Wing & Co., Planing Mill.

Zenner Disinfectant Co.

Peabody Manufacturing Co., Overall.

Lufkin Rule Co., Carpenters' Rules.

Standard Brass Mfg. Co., Ltd., Plumbers' Brass Goods.

Windsor Pearl Button Co., Buttons.

### Winnipeg, Man.

Foley Lock & Larson, Packers of Meat.

### Sherbrooke, Que.

E. & F. Fairbanks Co., Ltd., Scales.

Tools, etc.

Hamilton,

Benwell

E. C. A.

Canadian

McCasko

Force F

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Berlin

workin

F. W. I.

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Fowler

Imperia

Meriden

ware

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**Hamilton, Ont.**

Benwell Hoxie Wire Fence Co.  
E. C. Atkins & Co., Saw Works.  
Canadian Motor Co.  
McCaskey Motor Co.  
Force Food Co.  
Allith Manufacturing Co.  
Berlin Machine Works Co., Wood-  
working Machinery.  
F. W. Bird & Son, Roofing Paper.  
Canadian Westinghouse Co., Ltd.,  
Electrical Machinery.  
International Harvester Co. of Can-  
ada, Ltd., Agricultural Implements.  
Pittsburg Perfect Fence Co., Ltd.  
American Can. Co.  
Canadian Drawn Steel Co., Ltd.  
Union Drawn Steel Co., Ltd.  
Fowlers Canadian Co., Ltd.  
Imperial Cotton Co., Ltd.  
Meriden Britannia Co., Ltd., Silver-  
ware and Plates.  
Otis Fenson Elevator Co., Ltd.

**Ingersoll, Ont.**

The St. Charles Condensing Co., Ltd.,  
Condensed Milk.

**London, Ont.**

Battle Creek Toasted Corn Flake Co.,  
Cereals.  
Spramotor Co., Spraying Machines.  
Ideal Concrete Machinery Co., Ltd.

**Ottawa, Ont.**

Library Bureau of Canada, Ltd., Of-  
fice Furniture.

**Peterboro, Ont.**

Quaker Oats Co., Cereals.

**Port Hope, Ont.**

Standard Ideal Mfg. Co., Ltd., Ena-  
melware, Baths, etc.  
Nicholson File Co., Ltd.

**Sarnia, Ont.**

Cleveland Saw Mills Co., Lumber.  
Standard Chain Co., Ltd., Chains.

**Sault Ste. Marie, Ont.**

Algoma Commercial Co., Ltd., Ve-  
neers.  
Algoma Steel Co., Ltd., Bails.

**Sault Ste. Marie Pulp & Paper Co.****Stratford, Ont.**

Globe Wernicke Co., Ltd., Office  
Furniture.  
Stratford Mfg. Co., Ltd., Ladders,  
Wooden Specialties.  
Corrugated Pipe Co., Ltd., Culverts.

**Ste. Catharines, Ont.**

McKinnon Dash & Metal Works Co.,  
Springs, Chains, Malleable Castings  
Packard Electric Co., Ltd., Electrical  
Supplies.

**Canadian Hair Cloth Co., Ltd.****Whitman & Barnes Mfg. Co., Ltd.,****Edge Tools.****Reo Motor Car Co., Ltd., Automob-****iles.****St. Johns, Que.**

Canadian Trenton Potteries Co., Ltd.,  
Plumbers' Earthenware.

**Belleville, Ont.**

Lehigh Portland Cement Co.

**Brantford, Ont.**

American Radiator Co.  
Pratt & Letchworth Company, Mall-  
eable and Grey Iron Castings.

**Chatham, Ont.**

Manson Campbell Co., Ltd., Fanning  
Mills.

**Sutherland Innes Co., Ltd., Barrels.****Canadian Wolverine Co., Ltd., Plumb-****ers' Brass Goods.****Copper Cliff, Ont.**

Canadian Copper Co., Smelters.

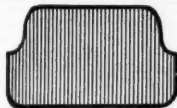
**Dundas, Ont.**

Pratt Whitney Co. of Canada, Ltd.,  
Iron Working Hand Tools.

**Guelph, Ont.**

Gilson Mfg. Co., Ltd., Gas Engine and  
Agricultural Implements.

Page Hersey Iron Tube & Lead Co.,  
Pipes.

**Won't Crack or Show  
Finger Marks**

Here is a real office convenience—  
celluloid tipped card index guides.  
Always clean, always in place.  
Fold over top of card and stay  
there. Don't crack, curl or fray.

**Celluloid Tipped Guide Cards**

outlast all others. Three of the ordi-  
nary guides fail to give the service  
that one of ours gives. Ask your  
dealer for the "one piece" Celluloid  
Tip Guides or write for samples.

**STANDARD INDEX CARD CO.**

701-709 Arch St., Philadelphia

**GETS THE CASH**

Has a suggestive influence that turns prospects into  
buyers and gets them to send CASH with order. Pub-  
lishers, mail-order men, and other business houses find  
it saves correspondence and makes money. Try a sample  
order. Book form, like illustration, any printing.

1 dozen - 10c. 1000 - \$2.50  
100 - 5c. 5000 - 10.00

Prepaid to your address.

**THE DETROIT COIN WRAPPER CO.**

389 Harper Avenue Detroit Mich

**To reach the CATHOLIC GERMANS**

of St. Louis, Cincinnati and the  
entire Ohio and Mississippi Valley  
use either or both editions of the

**Herold des Glaubens**

Circulation nearly 40,000 copies per issue

Established 1850

Main Office: TEMPLE BLDG.,  
St. Louis, Mo.

10,070 Motion Picture Theatres  
in the United States

T H L

**Moving Picture News**

reaches all. **Bring You Results**  
An ad. will

**TRY IT** **TERMS ON APPLICATION**

Cinematograph Pub. Co., 30 W. 13th St., N. Y.

## THE NEWS EVENT AND ADVERTISING COPY.

SOME HIT AND MISS EXAMPLES, AND SOME EFFECTIVE USES OF THE CURRENT HAPPENING—VALUE OF PREPARATION—SEASON'S HOLIDAYS AND THE SEIZING OF THE EFFECTIVE MOMENT.

By H. L. Allen.

In a trolley car in a New England city on May 7th, ran a car card which had a good deal of merit. But there was something ludicrously wrong with it. "Protect Your Easter Breakfast" read the headline; beneath were enumerated some of the good points of a certain brand of bacon, prepared locally; and, to right and left, were Easter lilies. Easter had passed with March 27th, almost a month and a half previous!

Such is a grossly bad example of the use of the contemporaneous event as the basis for advertising copy. Such happenings must be *really* contemporaneous to be effective. Neither a month, nor a day nor an hour too late will do. The reference must be up-to-the-minute.

Consider, for a moment, the natural course of reflection of a person reading that car card and unfamiliar with the character of the firm putting it out. "Guess I'll stick to the bacon I've been using, if that ad is any indication of how that business is run," muses the sarcastic reader. And such a decision is, just about what that firm deserves. Its advertising manager, whoever he is, ought to be hauled up on the carpet, and energetically scolded.

It cannot be denied that the news-event has great possibilities as a basis for advertising copy. But, like most other good things, it must be used with judgment and common sense. The copy writer who sets out to make use of contemporaneous happenings in his ads may accomplish big things; but he must, without a doubt, be thoroughly alert, and keep his sense of values straight. A mere sense of the fortuitous advertising value of news is not

enough—he needs imagination as well. A man without imagination will perceive few, if any, of the clever twists to which news events may be subjected with excellent effect.

In this connection, to be forewarned is to be forearmed. There are certain happenings which may easily be foreseen, and without any uncommon psychic powers either. The day is sure to come when it will be unusually foggy on the river, with the result that the ferries are bumping each other. In winter, there will very probably be one severe snowstorm, and in summer one severe thunder-



**"Dee-lighted!"**  
With His New Dunlop.

*News Dispatch:—"When about to take his usual ride at Kharism, the Colonel discarded his smoking hat and put on a new American derby, as a symbol of his return to civilization."*

**It Was a Dunlop  
of Course**

**J. G. Bennett & Co.**  
Fifth and Wood.

ROOSEVELT IN AN AD ONCE MORE.

storm. There must be very hot days and very cold days, icy days and sunny days. There are sure to be big fires sometimes and robberies and elections, and national holidays. Each and every one of these happenings can be made to subscribe an advertising idea to some business ventures. In each case the ad can be prepared at least in part ahead of time. Cuts can be made. Then the finished product can be sprung as with the spontaneity of the moment, but with the finish of careful prearrangement.

To illustrate. Accompanying this article are two telephone adver-

tisements—degrees of effect of New astrouting fighting were cu window death.

Such the cen topic of newspa after. ern N Compar the jail advertis one. S better a ities h and pro

Note New Y ad take papers follow worst York h it had on Ch day fo have I it was trians, were every practi phone tunity pany's

This the e before press. tratic hand Sund been entire time finish same ucts a sn adde ad v "The tain body lic's Tele

tisements of widely different degrees of merit and consequently of effectiveness. Not many weeks ago New Haven had a very disastrous fire in its county jail. In fighting the flames six firemen were cut off by the jail's barred windows, and were burned to death.

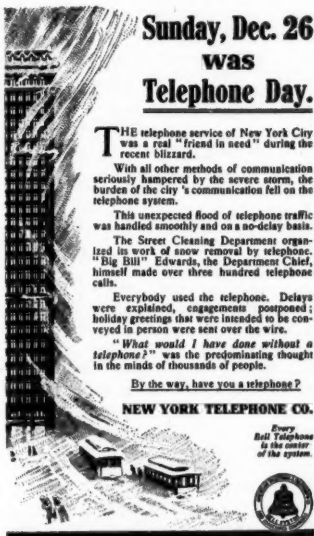
Such an unusual event became the central and most absorbing topic of conversation and of the newspapers for many days thereafter. The idea which the Southern New England Telephone Company had in mind in utilizing the jail fire as a basis of a telling advertisement was an excellent one. Speed probably prevented a better ad, but think of the possibilities had a fire been anticipated and prepared for.

Note the comparison with the New York Telephone Company's ad taken from the New York newspapers of December 27th, the day following what was probably the worst snowstorm which New York has encountered in years. If it had not been that the snow came on Christmas Day and Sunday, the day following, the trouble would have been even more severe. As it was cars, trains, wagons, pedestrians, everything and everybody were blocked here, there and everywhere. Communication was practically cut off—except by telephone, and there lay the opportunity of Mr. McCann, the company's advertising manager.

This ad was not gotten up at the eleventh hour at fever heat before the newspapers went to press. Artists to draw the illustration were not conveniently at hand either Christmas Day or Sunday. The advertisement had been thought out, practically in its entirety, long in advance of the time when it appeared. It was a finished product, and it had the same merits which finished products usually have. The picture of a snow-swept New York street added many-fold to its worth. The ad was commented upon widely. "These telephone people are certainly on their job," said everybody, which meant that the public's estimation of the New York Telephone Company had gone up

several points, which was what was wanted.

This is the very sort of thing being done by many advertising managers all the time. For instance, Frederick O. Greene, who is the advertising man for the Society for Improving the Condition of the Poor, New York, and who has made an enviable reputation for himself in that position, makes it a constant practice of planning such "up-to-the-minute" advertisements in advance all the time. He finds that he can get people to give far more freely to



**Sunday, Dec. 26**  
**was**  
**Telephone Day.**

THE telephone service of New York City was a real "friend in need" during the recent blizzard.

With all other methods of communication seriously hampered by the severe storm, the burden of the city's communication fell on the telephone system.

This unexpected flood of telephone traffic was handled smoothly and on a no-delay basis.

The Street Cleaning Department organized in work of snow removal by telephone. "Big Bill" Edwards, the Department Chief, himself made over three hundred telephone calls.

Everybody used the telephone. Delays were explained, engagements postponed; holiday greetings that were intended to be conveyed in person were sent over the wire.

"What would I have done without a telephone?" was the predominating thought in the minds of thousands of people.

By the way, have you a telephone?

**NEW YORK TELEPHONE CO.**

Every Bell Telephone is the center of the system.

A FINE EXAMPLE OF PREPARED  
TIMELINESS.

his organization if he tackles them with an ad in the newspapers which is in every sense vitally contemporaneous.

The Republic Rubber Company, of New York, came out the other day with a simple announcement to this effect: "Republic Tires. They're sprinkling the asphalt nowadays. Don't take risks. Use our Staggard Treads." The street sprinkling had just begun. The mental chain of thought was easy and complete, thus: "Wet asphalt, slippery, Staggard Treads."

Again, the advertising value of an ad which recently was put out by the Holmes System of Electric Protection is not to be denied. It was truly contemporaneous. It read: "Burglars Enter by Roof and Rob House. Burglars demonstrated how easy it is to enter unoccupied residences by way of the roofs of buildings in this city when they plundered No. 102 West Eighty-seventh street early Tuesday morning last of several thousand dollars' worth of jewelry and silver." This ad was one of a series of similar ads.

There should be no difficulty in preparing for the stated holiday. That is *sure* to come. An example of such an ad, taken from the newspapers of February 12th last, offers an excellent example of this. It shows a party of friends toasting the picture of Abraham Lincoln. Beneath are Lincoln's famous words about fooling the people, together with the statement that Jacob Ruppert has found he can please all the people all the time with his Knickerbocker Beer.

The contemporaneous news event may even be used to good effect in the magazines. But quite as much care must there be exercised. The instance of the recent magazine ad which illustrated Dr. Cook at the North Pole and appeared subsequent to the time when the public had lost all faith in Dr. Cook's truthfulness, is now a classic in its way. From it the lesson may be deducted to take care that history acts as expected to. Today A. P. Warner, of the Warner Instrument Company, Beloit, Wis., makers of auto speedometers, is making the best of the present world-wide interest in aerial navigation improvements, illustrating his ads with series of pictures of aeroplanes in flight, in spite of the fact that they have little, or nothing, to do with the context of the reading matter. Whether this type of advertising is profitable or not is for Mr. Warner, who has his

account books at his elbow, to say.

The advertisement of Knox Hats, showing President Roosevelt's hand holding up a Knox to the globe-circling American fleet is an excellent example of the utilization of the contemporaneous news event in a magazine ad. Now that President Roosevelt has become Colonel Roosevelt again, interest in him has by no means waned.

An interesting test was made not long ago of the hold which a dramatic current event has upon the public mind.

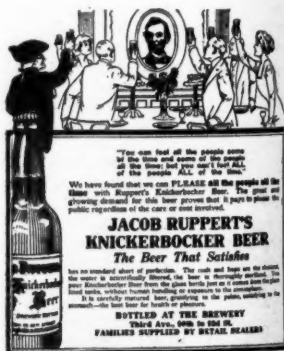
A "White Way" actress was said to have entered into a dispute with a friend as to whether the public remembered the wireless signal "C. Q. D." which came into considerable prominence a year ago. The actress claimed that the public had not forgotten the signal by any means. A dinner was waged.

Straightway the actress sent out telegrams to fifty men whom she knew, reading simply: "C. Q. D., Weber's Theatre," and signed her name. Within an hour practically all these men were on hand ready for whatever emergency might present itself.

Current events inside the organization can often be used effectively by advertisers.



WEAK WAY OF UTILIZING A NEWS EVENT.



TOASTING A TEMPERANCE MAN'S BIRTHDAY.

# SAVING POSTAGE ON A CATALOG

You may save from \$14 to \$25 on every \$100 worth of catalog paper, and be able to increase the number of pages from 10 to 20% without increasing the cost of the mailing, and yet get the same bulk and the same fine reproduction of cuts possible on dull-coated papers, by using

## Wheelwright's Best Patent Finish Paper

It is uncoated, is free from annoying glare, and it costs one cent less per pound than the average coated stocks and two cents less than the dull-coated. It is admirable for mail order, department store, carriage, machinery, automobile, office appliances, and other catalogs which require many cuts and much paper.

Write at once for specimens of printing on WHEELWRIGHT'S BEST PATENT FINISH, telling kind of catalog you want, and we will give you the name of our nearest agent.

*Ask also for sample of B. P. F. India Tint Postal Stock.*

**Geo. W. Wheelwright  
Paper Co.  
95 Milk Street, Boston, Mass.**

# COMMERCIAL ART

Advertisements offered for criticism in this department may be addressed direct to Mr. Ethridge at 25 E. 26th Street, New York

By **GEORGE ETHRIDGE**

Eternal vigilance is the price of success. Napoleon, we are told, finding one of his sentries asleep, took up the tired man's musket and walked the watch himself, the main thing being to have the work well done.

For years the advertisements of Rogers, Peet & Co. commanded national admiration and respect. They were striking examples of originality, cleverness and commercial astuteness, and as such were much envied and very widely read.

Much of their success was due to cleverness of illustration. The little sketches at the top of each day's shop talk were decidedly clever and had a subtle human appeal that almost forced a reading of the text. For years they were admirable examples of the value of commercial art when used intelligently and when the artist imbibed the full spirit of his work.

Whether it is that success has induced indifference or that age has weakened effort there is a marked falling off in the quality of the illustrative work now used by this well-known firm.

Note a recent example reproduced here as No. 1. As nearly as can be made out this is an attempt to depict old Father Time driving his auto through space with stars for headlights and the sun and moon for wheels. This is as close as the critical mind can come to the artist's conception, and it may be judged that the ordinary reader would have great difficulty in deciphering the puzzle.

Drawing No. 2 would make the idea a little clearer to the lay mind and come nearer to the old-time standard of this reputable establishment.



Everything to  
Promote Motor Comfort  
Motor Clothing for  
Owner and Chauffeur  
Robes, Lunch Baskets, and  
Motor Comforts Generally

ROGERS PEET & CO.

258-842-1302 Broadway  
(1 store)

NEW YORK

No. 1.

A very attractive and artistic advertisement is that of the Egyptian Deities reproduced on the next page. The layout is well calculated to interest the eye and secures for this quarter page the utmost display value.

The lettering is neat, artistic, and in harmony with the drawing. The word "Deities" in the center of the space is not obtrusive and still is well displayed, and both wording and arrangement of the copy are in good taste and effective.

Altogether commendable is this advertisement.

Last week we referred to the common practice of reproducing



No. 2.

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For Used  
Daily Cash  
For Cash  
In Advance





**We don't count  
the cost when  
we make them.  
You won't when  
you smoke them.**  
*Cork Tips or Plain.*

The advertisement of the Motor Apparel Shop emphasizes our standpoint. The original of the poster here reproduced is a really clever and interesting piece of work in six colors. In the reproduction it might as well have been a section from a Sunday shocker.



A large photograph of the above poster, hand colored, will be made upon receipt of 10 first-class stamps to cover carrying charges.

Motor  
Apparel  
Shop

Fifth Avenue and  
Tulley-South St.

where—garments of fur, cloth, leather, silks, rubber and rainproof fabrics.

"Everything that Comfort Demands for the Motorist" is our specialty. Ours is the *only* shop in the States devoted exclusively to motor apparel and requisites. Ours is the most representative collection of exclusive models, designed at home and abroad to be found any-

	FOR MEN	FOR WOMEN
For Lined Gaiter, \$45.00 to \$1,000.00	\$75.00 to \$200.00	
High Gaiter, 25.00 to 65.00	25.00 to 125.00	
For Gaiter, 15.00 to 500.00	25.00 to 500.00	
Recessed, 10.00 to 50.00	10.00 to 75.00	

**Fox,  
Stiefel  
& Company**  
Fifth Avenue and  
Thirtieth St.

\* \* \*

The illustration shows a lady in her library or drawing-room dressed in the latest mode of af-



You are *robbing* yourself if you spend three or four hours *cooking* every day. You don't *have* to do it. There's a perfect little cook—with no eyes to see the beauties of out doors or to read good books, with no ears to hear music, with no lips to tell stories to little children, with no hands to sew and embroider—there's such a contrivance that can do your *cooking* for you and *save* hours for you every day. The

[illegible]

**THE GREAT WESTERN CEREAL COMPANY**

OPERATING MORE NATURAL MOLE THAN ANY OTHER ONE COMBINED

ALBANY	BOSTON	NEW YORK	PHILADELPHIA	CHICAGO	ST. LOUIS
PITTSBURGH	DALLAS	KANSAS CITY	JACKSON, MISS.		

Now comes the oatmeal solicitor to tell his story and he starts out by requesting the lady to "Quit cooking all day." "You are robbing yourself," he says, "if you spend three or four hours cooking every day. You don't have to do it."

His plan is to present the lady with a fireless cooker if she will save the coupons from Mothers' cereals. About this time the butler appears on the scene and the oatmeal man suddenly finds that he has been telling his story to the wrong lady, which is a foolish and costly thing to do in advertising.

## Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion. Count six words to line. No order for one time insertion accepted for less than one dollar. No advertisement can exceed 28 lines. Cash must accompany order.

### ADDRESSING MACHINES

**THE WALLACE STENCIL ADDRESSING MACHINE** is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City.**

### ADVERTISING AGENCIES

**H. W. KASTOR & SONS ADVERTISING CO.,** Laclede Building, St. Louis, Mo.

**ALBERT FRANK & CO., 26 Beaver St., N.Y.** General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

### ADVERTISING MEDIA

**THE Textile Manufacturer,** Charlotte, N. C., leading textile publication South. Circulation increased 50% past year.

**THE BLACK DIAMOND** Chicago-New York-Pittsburg, for 20 years the coal trades' leading journal. Write for rates.

**THE** producer of results in the Middle West, where farmers have big money, is *Farm Life* of Chicago. Address DEPARTMENT P. I. for sample copy and rates.

**THE** circulation of the *New York World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

**CAROLINA READY PRINTS**—16 weekly papers, each published in a different county of S. C. Rates very reasonable. Agencies or advertisers desiring information address, **SIMS ADVERTISING AGENCY,** Orangeburg, S. C.

### BILLPOSTING

**FRED PEEL,** official representative, **THE ASSOCIATED BILLPOSTERS OF UNITED STATES AND CANADA,** Times Building, New York City. Send for estimates.

### BUSINESS OPPORTUNITIES

**CIRCULARS,** booklets, price lists, mailing cards, commercial letters, trade journal advertisements, et cetera (especially the latter). I build for advertisers who believe that it **PAYS** them to have such things **DISTINCTLY INDIVIDUAL.** Such people cheerfully pay me something above the mere cost of ink, paper and press work **TOMAKETHEIRTHINGS!** Would you care to see a bunch of my doings? **FRANCIS I. MAULE, 401 Sansom St., Philadelphia.**

### ENGRAVING

**PERFECT** copper half-tones, 1 col. 41; larger 10c. per in. **THE YOUNGSTOWN ARC ENGRAVING CO.** Youngstown Ohio.

**KITAB ENGRAVING CO. (Inc.), 401 Lafayette St., New York,** makers of half-tone color, line plates. Prompt and careful service. Illustrating. **TELEPHONE: 1864 SPRING**

### ENVELOPES

**Manufacturers of all kinds of Envelopes**

**PENNY SAVED  
PENNY GAINED**

By using the **NEOSTYLE**  
"SEALED-YET-OPEN" Envelope  
(Patent \$20,000)

**YOUR  
POSTAGE  
SAVED**

Send for samples and prices  
**Neostyle Envelope Co., Dept. C., 65-90 Hoods St., N.Y.**

### FOR SALE

**FOR SALE.**—Excellent afternoon and Sunday morning newspaper. Good town, 80,000. Particulars by letter. Address, "L. E. D.," Printers' Ink.

**CANADIAN DAILY NEWSPAPER FOR SALE.**—(Liberal) in one of the smaller thriving factory cities in Ontario. Large circulation and splendid home and foreign advertising revenues. Good reason for selling. Property can be bought reasonably, part cash, balance on mortgage. Full particulars supplied on application. Write box "DAILY," Printers' Ink.

**EXCEPTION**  
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**NEW YORK**  
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## HELP WANTED

**EXCEPTIONAL** opportunity for men who can solicit advertising, sell and distribute product. Address **THE TISSUE CO.**, Cleveland, O.

**Copywriter** by Canadian agency. Must be strong on food products. State age and experience. Good position for right man. Address, "CANADIAN," care of Printers' Ink.

## HELP WANTED

**NEW YORK REPRESENTATIVE WANTED.**—Good opening for commission man to represent nine largest Catholic weeklies in country. **ASSOCIATED CATHOLIC WEEKLIES**, 120 Mathewson St., Providence, R. I.

**WANTED**—Competent man experienced in conducting mail order jewelry business, catalog and follow up work. Only those who have "made good" need apply. State experience, giving references. Address "E," 4th floor, Jenkins Building, Pittsburg, Pa.

**REGISTRATION FREE, RATES REDUCED.** We are offering excellent opportunities to newspaper desk men, reporters, advertising solicitors, circulation men, linotype operators, ad and job compositors, pressmen, etc. Ask for our new terms. All departments represented. No branch offices. Established 1898. **FERNARD'S NEWSPAPER MEN'S EXCHANGE**, Springfield, Mass

## INFORMATION AND ILLUSTRATIONS

**ASK US ANYTHING YOU WANT TO KNOW.** Millions of old, rare and up-to-date articles, clippings and pictures, extending back fifty years—added to daily—all topics from all sources—classified for quick reference. Consulted here or loaned to responsible inquirers. **SEARCH-LIGHT INFORMATION LIBRARY**, 341-7 8th Avenue, (Opp. Waldorf) New York.

## MISCELLANEOUS

**YOUNG MEN AND WOMEN** of ability who seek positions as ad writers and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 12 West 31st St., New York. Such advertisements will be inserted at 20 cents a line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

## PATENTS

## PATENTS that PROTECT

Our 3 books for inventors mailed on receipt of 6 cts. stamps. **R. S. & A. B. LACEY**, Washington, D. C. Established 1869.

## POSITIONS WANTED

**YOUNG MAN (28)** twelve years experience, desires position as assistant to manager, or like position, on paper, town over 50,000. At present New York daily. Address, "B. B. II," care Finch Agency, 1364 Broadway, New York.

**COPY WRITER**—Young man, age 26, now employed in Southern city, desires connection with manufacturing company or agency in East. New York City preferred. Original and attractive copy. Thorough business training. Salary \$2,500. "K. F. I.," care Printers' Ink.

## ADVERTISING MANAGER

wants a change. Competent as manager of sales or advertising. Now with one of largest manufacturing concerns in this country and very successful. Qualified copy writing, purchasing, printing; all details. Locate anywhere. Correspondence solicited. "Kent," care Printers' Ink.

## I HAVE TRAVELED FIFTEEN YEARS

for one of the largest general advertisers in America, buying newspaper space, visiting dailies and weeklies in every town in Eastern half of North America. Would like position with any concern where this experience could be used. Let us talk it over.

Address, "CONFIDENTIAL,"

Care of Printers' Ink.

## CIRCULATION MANAGER

Would like to connect with publication of merit. Have had charge of successful farm paper, and know a few splendid kinks that are sure winners. Address, "AGRICULTURAL," care of Printers' Ink.

## PRESS CLIPPINGS

**MANHATTAN** Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms 334 Fifth Ave., New York City.

## PRINTING

**YOU** share with us the economy of our location. Our facilities insure perfect work. Prompt estimates on letter-heads, factory forms and booklets in large quantities. **THE BOULTON PRESS**, drawer 98, Cuba, N. Y.

**GENERAL PRINTING, CATALOGUE and BOOKLET WORK.**—Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited.

**WINTHROP PRESS**, 419 Lafayette St., N. Y.

## SPANISH COPY WRITER

**STRONG SPANISH COPY** for catalogues and booklets. Not merely translations, but the real arguments that appeal most to the Spanish-American people. **JUDGE ME BY RESULTS.** L. LOPEZ, Blanco 33, Box 112: Habana.

# A Roll of Honor

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser. PRINTERS' INK's Roll of Honor is generally regarded as a list of publications which believes the advertiser is entitled to know what he is paying for.

No amount of money can buy a place in this list for a publication not having the requisite qualification.

Complete information will be sent to any publication which desires to enter this list.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company, who will pay \$100 to the first person who successfully controverts its accuracy.


## ALABAMA

**Birmingham, Ledger**, dy. Average for 1909, 20,628. Best advertising medium in Alabama.


**Montgomery, Journal**, dy. Aver. 1909, 10,170. The afternoon home newspaper of its city.

## COLORADO

**Denver, Post**, has a paid circ. greater than that of any two other daily newspapers pub. in Denver or Colorado. Average circ., 1909, 61,088.

 This absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

## CONNECTICUT

 **Bridgeport, Morning Telegram**, daily average for April, 1910, sworn, 13,229. You can cover Bridgeport by using Telegram only. Rate 1 1/2 c. per line flat.

**Meriden, Journal**, evening. Actual average for 1908, 7,736; average for 1909, 7,729.

**Meriden, Morning Record & Republican**. Daily aver. 1908, 7,729; 1909, 7,739.

**New Haven, Evening Register**, daily. Aver. for 1909 (sworn) 17,109 daily 2c.; Sunday, 13,329, 5c. Largest and best circulation in New Haven.

**New Haven, Union**. Average year, 1909, 16,547. E. Katz, Special Agent, N. Y.

**New London, Day**, ev'g. Average for 1909, 6,736. No other paper covers this field.

**Norwalk, Evening Hour**. Average circulation exceeds 3,800. Sworn statement furnished.

**Waterbury, Republican**. Average for 1909, Daily, 8,661; Sunday, 7,031.

**Waterbury, Herald**. Sundays. Average circulation for 1909, 13,387 net paid.

## DISTRICT OF COLUMBIA

**Washington, Evening Star**, daily and Sunday. Average, 1st quarter 1910, 40,187 (© ©).

## FLORIDA

**Jacksonville, Metropolis**. 14,414 copies each issue. E. Katz, Special Agent, N. Y.

**Jacksonville, Times-Union**. Average month of April, 1910, Sunday, 24,244; daily, 21,181. Benjamin Keninor Co., N. Y. Chi. Sp. A.

## ILLINOIS

**Belvidere, Daily Republican** entitled to Roll of Honor distinction. Need more be said?

**Champaign, News**. Guaranteed larger circulation than all other papers published in the twin cities (Champaign and Urbana) combined.

**Chicago, Breder's Gazette**, a weekly farm newspaper. \$1.75. Average sworn circulation year 1909, 78,496 and all quality. Rate, 35 cents, flat.

**Chicago, Dental Review**, monthly. Actual average for 1908, 4,097; for 1909, 4,338.

★ Chicago, 1909, 181,332. Examiners are included every other page. The SEL every other page. of the ing. Exam the Con hun per con.

★ Chicago, net paid, 1. Daily, two home news tion and a tisers.

★ The al GUARANTEE

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★ Peoria, 20,874.

★ Sterling for 1908,

★ Evans 11,943.

★ Prince Daily av

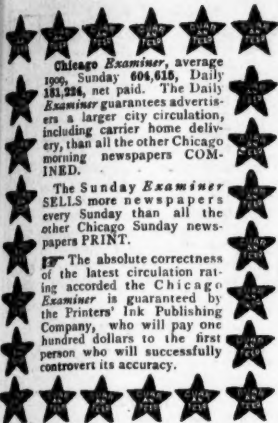
★ South 1910, 13

★ Burlington 8,180.

★ Davenport Circula than at

★ Dubuque Daily

★ Waukegan county



**Chicago Examiner**, average 1909, Sunday 604,615, Daily 181,224, net paid. The Daily Examiner guarantees advertisers a larger city circulation, including carrier home delivery, than all the other Chicago morning newspapers COMBINED.

The Sunday Examiner SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the Chicago Examiner is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

**Chicago, Record-Herald**. Average 1909, daily net paid, 139,176; Sunday net paid, 193,831. Daily, two cents Sunday, five cents. The home newspaper of the Mid West. Circulation and advertising books open to all advertisers.

The absolute correctness of the latest circulation rating accorded the Record-Herald is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

**Joliet, Herald**, evening and Sunday morning. Average for 1909, 6,836.

**Peoria, Evening Star**. Circulation for 1909, 20,874.

**Sterling, Evening Gazette**, average circulation for 1908, 4,409; 1909, 8,123.

## INDIANA

**Evansville, Journal-News**. Average, 1909, 11,943. K. Katz, S. A., N. Y.

**Princeton, Clarion-News**, daily and weekly. Daily average, 1909, 1,702; weekly, 2,674.

**South Bend, Tribune**. Sworn average March 1910, 12,012. Best in Northern Indiana.

## IOWA

**Burlington, Hawk-Eye**, daily. Average 1909, 9,180. "All paid in advance."

**Davenport, Times**. Daily av. Apr., '10, 16,554. Circulation in City or total guaranteed greater than any other paper or no pay for space.

**Des Moines, Times-Journal**, morning and eve. Daily average, 1909, 12,468; Sunday, 14,602.

**Washington, Eve. Journal**. Only daily in county. 2,009 subscribers. All good people.

## KENTUCKY

**Lexington, Herald**. D. av., '09, 6,872. Sunday, 7,802. Week day, 6,697. "When you advertise in Lexington Herald, you cover Central Kent'cky."

**Louisville, The Times**, evening daily, average for 1909 net paid 45,488.

## MAINE

**Augusta, Kennebec Journal**, daily average 1909, 9,168. Largest and best cir. in Cent. Me.

**Bangor, Commercial**. Average for 1909, daily 9,923; weekly, 27,763.

**Portland, Evening Express**. Average for 1909, daily 15,219. Sunday Telegram, 10,506.

## MARYLAND

**Baltimore, American**. Daily average for 1909 76,976; Sunday, 28,428. No return privilege.

**Baltimore, News**, daily News Publishing Company. Average 1909, 83,416. For April, 1910, 85,081.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

## MASSACHUSETTS

**Boston, Evening Transcript** (©©). Boston's tea table paper. Largest amount of week day ad.



**Boston, Globe**. Average circulation.

Daily (2 cents a copy)  
1909, 180,278; Gain, 3,981

Sunday  
1909, 323,069; Gain, 3,279

Advertising Totals: 1909, 7,335,279 lines  
Gain, 1909, 465,679 lines

2,504,359 more lines than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1909, to December 31, 1909.



**Human Life**. The Magazine About People. Guarantees and proves over 200,000 copies monthly.

**Fall River, Globe**. The clean home paper. Best paper. Largest cir. Actual daily av. 1909, 7,653.

**Lawrence, Telegram**, evening, 1909 av. 8,888. Best paper and largest circulation in its field.

**Lynn, Evening Item**. Daily sworn av. 1907, 16,822; 1908, 16,396; 1909, 16,539. Two cents. Lynn's family paper. Circulation far exceeds any Lynn paper in quantity or quality.

# Boston Post's GREATEST

## April

AVERAGE APL., 1910

The Sunday Post  
261,339

Gain of 18,591 Copies  
Per Sunday over Apl., 1909

The Daily Post  
307,090

Gain of 41,168 Copies  
Per Day over Apl., 1909

Salem, *Evening News*. Actual daily average for 1909, 18,574.

Worcester, *Gazette*, evening. Av. '09, 16,775; first 4 mos. '10, 17,356. Largest ev'g circulation.

Worcester, *L'Opinion Publique*, daily (©©). The only Gold Mark French daily in the U. S.

### MICHIGAN

Detroit, *Michigan Farmer*. Read by all Michigan farmers. Ask any advertiser. 80,000.

★ Jackson, *Patriot*. Aver. April, 1910, daily 11,028, Sunday 12,024. Greatest circulation.

Saginaw, *Courier-Herald*, daily. Only Sunday paper; aver. for 1909, 14,379. Exam. by A.A.A.

Saginaw, *Evening News*, daily. Average for 1909, 21,326; Jan., 1910, 21,682.

### MINNESOTA

Minneapolis, *Farm, Stock and Home*, semi-monthly. Actual average for year ending Dec. 31, 1909, 101,250.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, *Farmers' Tribune*, twice-a-week. W. J. Murphy, publisher. Aver. for 1909, 25,587.

Minneapolis, *Svenska Amerikanska Posten*. Swan J. Turnblad, pub. Av. 1909, 54,455. A.A.A.

### CIRCULATION

Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for four months ending December 31, 1909, 88,197.

by Printers' Ink Publishing Company. Average circulation of Sunday *Tribune* for same period, 73,121.



Minneapolis, *Journal*, Daily and Sunday (©©). In 1909 average daily circulation evening only, 73,139. In 1909 average Sunday circulation, 74,394. Daily average circulation for April, 1910, evening only, 76,291. Average Sunday circulation for April, 1910, 81,006. (Jan. 1, 1908, subscription rates were raised from \$1.50 to \$2.00 per year cash in advance. The Journal's circulation is absolutely guaranteed by the Printers' Ink Publishing Company. It goes into more homes than any other paper in its field.



### MISSISSIPPI

Biloxi and Gulfport, *Herald*, evening. Daily circulation for 1909, 1,109; January, 1910, 1,201.

### MISSOURI

Joplin, *Globe*, daily. Average, 1909, 14,111. E. Katz, Special Agent, N. Y.

St. Joseph, *New-Press*. Circulation, 1909, 38,832. Smith & Budd Company, Eastern Reps.

St. Louis, *National Druggist* (©©), Mo. Henry R. Strong, Editor and Publisher. Average for 1909, 9,084. Eastern office, 508 Tribune Bldg.

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1909, 119,082.

### NEBRASKA

Lincoln, *Deutsch-American Farmer* weekly. 142,208 for year ending Dec. 31, 1909.

Lincoln, *Freie Press*, weekly. Average year ending Dec. 31, 1909, 142,054.

### NEW JERSEY

Camden, *Daily Courier*. Actual average for year ending December 31, 1909, 9,142.

Jersey City, *Jersey Journal*. Average for 1909, 24,196. Last three months 1909, 24,484.

Newark, *Evening News*. Largest circulation of any newspaper in New Jersey.

Trenton, *Evening Times*. Ave. 1c-'07, 30,370; '08, 21,326; 2c-'09, 19,062; 1st ¼ yr. '10, 19,391.

### NEW YORK

Albany, *Evening Journal*. Daily average for 1908, 16,930. It's the leading paper.

★ Brooklyn, N. Y. Printers' Ink says *The Standard Union* now has the largest circulation in Brooklyn. Daily average for year 1909, 52,905.

Buffalo, *Courier*, morn. Average, 1909, 44,737, daily, 46,284; *Enquirer*, evening, 26,994.

Buffalo, *Evening News*. Daily average for 1907, 94,843; 1908, 94,033; 1909, 94,307.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1909, 8,433.

Mount Vernon, *Argus*, eve. Daily av. cir. year ending Dec. 31, 1909, 4,921. Only daily here.

★ Newburgh, *Daily News*, evening. Average circulation entire year, 1909, 6,718. Circulates throughout Hudson Valley. Examined and certified by A.A.A.



Minneapolis, *Farmers' Tribune*, twice-a-week. W. J. Murphy, publisher. Aver. for 1909, 25,587.

Minneapolis, *Svenska Amerikanska Posten*. Swan J. Turnblad, pub. Av. 1909, 54,455. A.A.A.

### CIRCULATION

Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for four months ending December 31, 1909, 88,197.

by Printers' Ink Publishing Company. Average circulation of Sunday *Tribune* for same period, 73,121.



## NEW YORK CITY

*Army and Navy Journal*. Est. 1863. Weekly average, first four months, 1910, **10,990**.

*Baker's Review*, monthly. W. R. Gregory Co., publishers. Actual average for 1909, **7,666**.

*Clipper*, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1909, **26,903** (©).

*Latins Weekly*, 235 Fifth Avenue, Leslie-Judge Co. Over **225,000** guaranteed.

*The Tea and Coffee Trade Journal*. Average circulation for 12 months to January 1, 1910, **4,841**; August, 1909 issue, **20,000**.

*The World*. Actual average, 1909, Morning, **260,803**. Evening, **390,869**. Sunday, **460,956**.

*Poughkeepsie Star*, evening. Daily average year, 1909, **8,013**; February, 1910, **8,847**.

*Schenectady Gazette*, daily. A. N. Leidy. Actual Average for 1909, **17,470**.

*Schenectady Star*. Av. **11,265** last half 1909. Sheffield Special Agency, Tribune Bldg., N. Y.

*Syracuse Evening Herald*, daily. Herald Co., pub. Aver. 1909, daily **32,468**; Sunday, **40,923**.

*Troy Record*. Average circulation 1909, **21,350**. Only paper in city which has permitted A. A. examination, and made public the report.

*Utica National Electrical Contractor*, mo. Average for 1909, **3,583**.

*Utica Press*, daily. Otto A. Meyer, publishes. Average for year ending Dec. 31, 1909, **18,117**.

## NORTH CAROLINA

*Charlotte News*. Evening and Sunday Av., 1907, **8,398**; 1908, **8,782**; 1909, **7,346**. Try it.

## NORTH DAKOTA

*Grand Forks Norwegian*. Norwegian weekly. Actual average for 1909, **9,450**.

## OHIO

*Cleveland Plain Dealer*. Est. 1841. Actual average for 1909: Daily, **80,938**; Sunday, **163,556**. For April, 1910, **83,285** daily; Sunday, **112,442**.

*Columbus Midland Druggist and Pharmaceutical Review*, 43rd annual volume. Best medium for reaching druggists of the Central States.

*Springfield Farm and Fireside*, over ¼ century leading Nat. agricult'l paper. '09, **439,497**.

*Youngstown Vindicator*. D'y av., '09, **18,338**; LaCoste & Maxwell, N. Y. & Chicago.

## OKLAHOMA

*Oklahoma City The Oklahoman*. April, **35,861** week day, **40,115** Sunday. E. Katz, Agent, N. Y.

## OREGON

*Portland The Evening Telegram* is in its 33d year. Owns exclusive Associated Press afternoon franchise. Sworn average circulation for December, **29,270**. In purely local mercantile advertising it printed 313 more pages in 1909 than in 1908. It printed 179 more pages of local mercantile advertising in 1909 than its nearest local contemporary. Its circulation covers Portland and its suburbs like a plaster.

*Portland The Oregonian*, (©). April average circulation. Sundays, **55,079**; Daily, **44,230**. For 30 years the great newspaper of the Pacific Northwest. More circulation, and carries more foreign, more local, and more classified advertising than any other Oregon newspaper.

## PENNSYLVANIA

*Chester Times*, ev'g d'y. Average 1909, **7,765**. N. Y. office, 225 5th Ave. F. R. Northrop, Mgr.

*Erie Times*, daily. **21,324** copies each issue. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N.Y.

*Harrisburg Telegraph*. Sworn average April, 1910, **17,198**. Largest paid circulation in Harrisburg or no pay. Shannon, N. Y.; Allen & Ward, Chicago.

*Johnstown Tribune*. Average for 12 mos., 1909, **12,447**. April, 1910, **13,860**. Only evening paper in Johnstown.

# In Philadelphia It's The Bulletin

Net Daily Average for MARCH, 1910

# 260,993

COPIES A DAY

A copy for nearly every Philadelphia home.

"THE BULLETIN" circulation figures are net: all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Pub.

Chicago Office,  
J. E. Verree, Heyworth Bldg.  
New York Office,  
Dan A. Carroll, Tribune Bldg.

*Philadelphia Confectioners' Journal*, mo. Average 1908, **5,317**; 1909, **5,622** (©).

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Only *one* agricultural paper in the United States—the FARM JOURNAL of Philadelphia—has been awarded *all four* of PRINTERS' INK'S distinguishing marks—Roll of Honor, Guarantee Star, Sugar Bowl and Gold Mark (©). The FARM JOURNAL is in the Roll of Honor because it tells the truth about its circulation; has the Star because it guarantees its circulation; received the Sugar Bowl because PRINTERS' INK'S investigation proved it to be the *best agricultural paper*; was awarded the Gold Marks because advertisers value it more for *quality* than quantity.







**Philadelphia.** *The Press* (☉) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Feb., 1910, 85,054; the Sunday *Press*, 163,986.

**Washington.** *Reporter and Observer*, eve. and morn. dy. av., '09, 11,543 Feb. '10, 12,394.



**West Chester.** *Local News*, daily, W. H. Hodgson, Aver. for 1909, 15,860 In its 36th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

**Wilkes-Barre.** *Times-Leader*, evening; daily net circulation March 1910, 17,568, guaranteed.

**York.** *Dispatch and Daily*. Average for 1909, 20,016

### RHODE ISLAND

**Pawtucket.** *Evening Times*. Average circulation, 1909, 19,033—sworn.



**Providence.** *Daily Journal*. Average for 1909, 21,598 (☉). Sunday, 28,125 (☉). *Evening Bulletin*, 46,991 average 1909.

**Westerly.** *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1909, 5,237.

### SOUTH CAROLINA

**Charleston.** *Evening Post*. Evening. Actual daily average 1909, 5,111. March, 1910, 5,785.



**Columbia.** *State*. Actual average for twelve months, 1909, daily (☉) 14,434, Sunday (☉) 14,969.

**Spartanburg.** *Herald*. Actual daily average circulation for 1909, 2,630.

### TENNESSEE

**Memphis.** *Commercial Appeal*, daily, and Sunday, average year, 1909: Daily, 48,978; Sunday, 70,179. Smith & Budd Company, Representatives, New York and Chicago.

**Nashville.** *Banner*, daily. Average for year 1907, 36,308; for 1908, 36,554; for 1909, 40,086.

### TEXAS

**El Paso.** *Herald*, 1909 average, 9,680. Only El Paso paper examined by A. A. A.

### VERMONT

**Barre.** *Times*, daily. F. E. Langley. Average for 1909, 5,231. Examined by A. A. A.

**Burlington.** *Free Press*. Daily average for 1909, 8,772. Largest city and State circulation. Examined by Association of Amer. Advertisers.

**Montpelier.** *Argus*, dy., av. 1909, 3,348. Only Montpelier paper examined by the A. A. A.

**St. Albans.** *Messenger*, daily. Average for 1909, 3,184. Examined by A. A. A.

### VIRGINIA

**Danville.** *The Bee*. Average Mar., 1910, 4,083; Apr. 4,128. Largest circulation. Only eve. paper



**WASHINGTON**  
**Seattle.** *The Seattle Times* (☉) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its Dec. '09, circ. of 64,346 daily, 84,363 Sunday, the quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great production value to the advertiser. In 1909 Times beat its nearest competitor's 768,054 lines.

**Tacoma.** *Ledger*. Average 1909, daily, 13,711 Sunday, 26,166.

**Tacoma.** *News*. Average for year, 1909, 18,829.

### WISCONSIN

**Janesville.** *Gazette*. Daily average, April, 1910, daily 5,347; semi-weekly, 1,768.

**Madison.** *State Journal*, daily. Actual average for Jan., 1910, 6,960.

**Milwaukee.** *Evening Wisconsin*, daily. Average for 12 mos. ending Dec. 31, 1909, 27,123 (☉). The great Home Paper of Wisconsin.

**Milwaukee.** *The Milwaukee Journal*, evening daily. Average in March, 1910, 62,427; gain over March, 1909, 1,874 daily; average for 12 mos., 60,101 daily. Covers 60% of Milwaukee homes. Supreme in classified and display advertising. Rate 7 cents flat.

**Oshkosh.** *Northwestern*, daily. Average in Dec., 1909, 9,801. Examined by A. A. A.

**Racine.** *Daily Journal*. Feb., 1910, circulation, 4,991. Statement filed with A. A. A.



**THE WISCONSIN AGRICULTURIST**  
Racine, Wis., Established, 1871. Actual weekly average for year ended Dec. 31, 1909, 40,496. Larger circulation in Wisconsin than any other paper. Adv. \$3.50 an inch. N. Y. Office, 41 Park Row. W. C. Richardson, Mgr.



### WYOMING

**Cheyenne.** *Star*. Actual net average year, 1909, daily, 5,128; semi-weekly, 4,990.

### BRITISH COLUMBIA

**Vancouver.** *Province*, daily. Average Apr. '09, 17,826; Apr., '10, 19,991; daily average for '09, 18,420. H. DeClerque, United States Repr., Chicago and New York.

### MANITOBA, CAN.

**Winnipeg.** *Free Press*, daily and weekly. Average for 1909, daily, 40,890; daily April, 1910, 43,953; weekly 1909, 27,050; April, 1910, 27,394.

**Winnipeg.** *Der Nordwesten*. Canada's National German weekly. Av. 1909, 18,162. Rates 50c in.

**Winnipeg.** *Telegram*, dy. av. Mar., '10, 21,082, (Saturday av., 38,000). Farmers' Weekly, same period, 30,000.

### QUEBEC, CAN.

**Montreal.** *La Presse*. Actual average, 1909, daily 98,024.

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# The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

## COLORADO

WANT advertisers get best results in Colorado Springs *Evening Telegraph*. 1c. a word.

THE Denver *Post* prints more paid Want Advertisements than all the newspapers in Colorado combined.

## DISTRICT OF COLUMBIA

THE *Evening and Sunday Star*, Washington, D. C. (☆☆), carries double the number of Want Ads of any other paper. Rate 1c. a word.

## ILLINOIS

THE Chicago *Examiner* with its 680,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

## INDIANA

### MAIL ORDER ADVERTISING

Produces results in Indiana's leading "Want Ad" Medium. A circulation of 75,000 thoroughly covers the city and state. Publishes more classified advertising than any other paper in state.

Rate One Cent Per Word.  
Only Sunday Paper in Indianapolis.

**The Indianapolis Star**

## MAINE

THE *Evening Express and Sunday Telegram* carry more Want Ads than all other Portland papers combined.

## MARYLAND

THE Baltimore *News* carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

## MASSACHUSETTS

THE Boston *Evening Transcript* is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE Boston *Globe*, daily and Sunday, for the year 1909, printed a total of 460,465 paid Want Ads; a gain of 42,557 over 1908 and 368,023 more than were printed by any other Boston newspaper.



## MINNESOTA

THE *Minneapolis Tribune* is the oldest Minneapolis daily. All advertising in the daily appears in both morning and evening editions for the one charge. The *Tribune* printed during the year ending 1909, 2,253,819 lines of classified advertising. Rates: 1 cent a word, cash with order;—10 cents a line, where charged—daily or Sunday.



by Printers' Ink Pub. Co.

THE *Minneapolis Tribune* is the recognized Want Ad Medium of Minneapolis.



THE *Minneapolis Journal*, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified wants printed in April, 1910, amounted to 267,120 lines; the number of individual ads published were 34,356. Eight cents per agate line it charged. Cash order one cent a word, minimum, 20 cents.



## MISSOURI

THE Joplin *Globe* carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

## MONTANA

THE Anaconda *Standard*, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1909, 11,364 daily; 14,422 Sunday.

## NEW JERSEY

THE Jersey City *Jersey Journal* leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

## NEW YORK

THE Albany *Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo *Evening News* is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

THE *Argus*, Mount Vernon's only daily. Greatest Want Ad Medium in Westchester County.

## OHIO

THE Youngstown *Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

## OKLAHOMA

THE *Oklahoman*, Okla. City, 36,169. Publishes more Wants than any 7 Okla. competitors.

## PENNSYLVANIA

THE Chester, Pa., *Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

## SOUTH DAKOTA

THE Aberdeen *Daily American*—the popular Want Ad medium of the Dakotas.

## UTAH

THE Salt Lake *Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

## CANADA

THE *Evening Citizen*, Ottawa, the Capital of Canada, prints more want ads than all other Ottawa papers combined, and has done so for years. One cent a word.

THE *La Presse*, Montreal. Largest daily circulation in Canada without exception. (Daily 36,024—sworn to.) Carries more Want Ads than any other newspaper in Montreal.

## (◎◎) Gold Mark Papers (◎◎)

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high-class and quality of their circulation."

Out of a total of over 23,480 publications in America, 125 are distinguished from all the others by the so-called gold marks (◎◎).

### ALABAMA

The Mobile Register (◎◎). Established 1821. Richest section in the prosperous South.

### DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to The Evening and Sunday Star. Average, first quarter, 1910, 40,187 (◎◎).

### GEORGIA

Atlanta Constitution (◎◎). Now as always, the Quality Medium of Georgia.

Savannah Morning News, Savannah, Ga. The Daily Newspaper for Southern Georgia. C. H. Eddy, New York and Chicago Representative.

### ILLINOIS

Bakers' Helper (◎◎). Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

Grain Dealers Journal (◎◎). Chicago, the grain trade's accepted medium for "Want" ads.

The Inland Printer, Chicago (◎◎). Actual average circulation for 1909-10, 16,902.

### KENTUCKY

Louisville Courier-Journal (◎◎). Best paper in city; read by best people.

### MAINE

Lewiston Evening Journal, daily, average for 1909, 7,821; weekly, 17,598 (◎◎); 7.44% increase daily over last year.

### MASSACHUSETTS

Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (◎◎).

Boston Evening Transcript (◎◎), established 1830. The only gold mark daily in Boston.

Boston, Textile World Record (◎◎). Reaches the textile mills. 6,000 guaranteed circulation.

Worcester L'Opinion Publique (◎◎). Only French paper among 75,000 French population.

### MINNESOTA

The Minneapolis Journal (◎◎). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

## THE NORTHWESTERN MILLER

(◎◎) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

### NEW YORK

Army and Navy Journal, (◎◎). First in its class in circulation, influence and prestige.

Brooklyn Eagle (◎◎) is THE advertising medium of Brooklyn.

Century Magazine (◎◎). There are a few people in every community who know more than all the others. These people read the Century Magazine.

Dry Goods Economist (◎◎), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (◎◎). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

Electrical World (◎◎) established 1874. The leading electrical journal of the world. Average first quarter, 1910, 19,116 weekly. McGraw Publishing Co.

Engineering News (◎◎). Established 1888. The leading engineering paper in the world. Av. circulation over 17,260 weekly.

Engineering Record (◎◎). The most progressive civil engineering journal in the world. Circulation averages over 13,000 weekly. MCGRAW PUBLISHING COMPANY.

The Evening Post (◎◎). Established 1774. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post"—Printers' Ink.

New York Herald (◎◎). Whoever mentions America's leading newspapers mentions the New York Herald first.

Scientific American (◎◎) has the largest circulation of any technical paper in the world.

The New York Times has a greater daily city sale than the combined city sales of the other three morning newspapers popularly rated with it as to quality of circulation.

New York Tribune (◎◎), daily and Sunday. Daily, now one cent—the best for the least.

### OREGON

Better Fruit, (◎◎) the best and most influential fruit growers paper published in the world, monthly, illustrated. \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

The Oregonian, (◎◎), established 1861. The great newspaper of the Pacific Northwest.

### PENNSYLVANIA

The Press (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. February, 1910, sworn net average, Daily, 85,064; Sunday, 163,995.

## THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

### RHODE ISLAND

Providence Journal (◎◎), a conservative enterprising newspaper without a single rival.

### SOUTH CAROLINA

The State (◎◎), Columbia, S. C. Highest quality, largest circulation in South Carolina.

### VIRGINIA

Norfolk Landmark (◎◎). Oldest and most influential paper in tidewater.

### WASHINGTON

The Seattle Times (◎◎) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

### WISCONSIN

The Milwaukee Evening Wisconsin (◎◎), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

### CANADA

The Halifax Herald (◎◎) and the Evening Mail. Circulation 16,637, flat rate.

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## Business Going Out

The Cowen Company, Boston, is handling an appropriation for the liquor advertising of Felton & Sons. Fifty-line copy running fifty-six times is being used in New England newspapers.

The Reuter Brewing Company is placing 1,500 to 2,000-inch orders in daily newspapers in towns where their beer is sold. Contracts are going through John Donnelly & Sons.

Additional contracts are being placed in newspapers by H. E. Ayres & Co. for the Crystal Gelatine advertising. These contracts are for ten inches, fifty-two times.

The Gorham Company, silversmiths, Providence, R. I., have started an extensive magazine campaign, using full-page copy in a large list. This account is handled by the Morse International Agency.

A. J. Orem & Co., Boston, are advertising stocks and bonds in newspapers and in a few general mediums through the Spafford Advertising Agency.

The Boston Y. M. C. A. is exploiting its various educational courses through the medium of the local newspapers. Good sized copy on the front page of all the Boston papers is being used.

Menter & Rosenbloom, a Rochester clothing house, is opening stores in New England cities. In each new city newspapers are receiving large contracts through the Genesee Advertising Agency, of Rochester, N. Y.

The advertising of the Barstow Stove Company, Providence, R. I., is now being handled by the Federal Advertising Agency. Newspapers are receiving contracts.

The Sterilac Company, Boston, is using a list of agricultural mediums on the advertising of sanitary milk pails. The advertising is placed by the Boston office of the George Batten Company.

The Colonial Navigation Company has established a new steamship line between Providence and New York. The service starts June 1st. Contracts are being made with all New England papers on an exchange basis.

The Ernest J. Goulston Agency is placing some additional contracts for the George G. Fox Company, bakers, in New England papers. This agency is also asking for information and rates on half-pages running one, six and twelve months from leading monthly magazines.

The Metropolitan Air Goods Company, Reading, Mass., is using half-page copy in sporting publications.

The publishers of *Human Life* are planning to use large copy in a few general mediums of large circulation in connection with a subscription campaign.

Wood, Putnam & Wood are placing contracts in a few cities for the advertising of George W. Torrey Company, distributors of Mount Vernon Rye Whiskey.

The Boston News Bureau is placing six-inch copy for Hornblower & Weeks, dealers in investment securities, in several New England papers.

McKibben, Driscoll & Dorsey are pushing the "McKibben Hat" in a series of electros being sent to leading daily and weekly papers in Minnesota and the Dakotas. They are two inches double column. Copy was prepared by the Corning Agency, of St. Paul.

The Northwestern National Life Insurance Company, of Minneapolis, is using double pages, pages and half-pages in dailies and farm papers of the Northwest in a big campaign. The business is being placed by the Mitchell Advertising Agency, of Minneapolis and St. Paul.

The Gordon Hat is being boomed by Gordon & Ferguson, St. Paul, in two-inch double column cuts run twenty-four times in Northwest weeklies and dailies. Corning Agency, of St. Paul, has this account.

The advertising of L. H. Green on his latest development, Woodcleft, is being handled by The Coupe & Wilcox Agency.

Vanderbilt Estates, a high grade Long Island realty development, are starting a newspaper advertising campaign in Greater New York and vicinity. The Coupe & Wilcox Agency is handling the account.

The advertising of Castle Ready Trimmed Hats, manufactured by L. F. Castle Co., is being planned and placed by Coupe & Wilcox. Schedule for their fall campaign is now being prepared.

Schedules for fall magazine advertising of the Standard Mail Order Company are now being prepared. The Coupe & Wilcox Agency is handling the account.

Priestley & Co (Priestley's Cravenettes), New York, are sending out orders to daily papers for 70 lines, 2 times, through Samuel Knopf, New York.

Sherman & Bryan, Inc., New York, are placing 5,000 lines in the Southwest for Erlanger Bros., "B. V. D."

The Lehigh Valley Railroad is sending out 70 lines, double column, one time to papers, through the E. S. Howland Advertising Agency of New York.

M. W. Hazen & Co., 27 Thames street, New York, are placing classified advertising in Western and Southern papers through the Walter H. Baker Agency, 41 Park Row, New York.

H. W. Kastor & Sons Advertising Company, St. Louis, Mo., is sending Western papers orders for 5,000 lines, to be used for the Smith-McCord-Townsend Dry Goods Company.

The Emergency Laboratories, New York, through the National Agency, is making 5,000 line renewal contracts with Southern papers.

Powers & Armstrong, Philadelphia, are sending out 10,000 line renewal contracts for the Victor Talking Machine Company.

Harriett Coates, 24 W. 39th street, New York, is asking for rate cards.

The National League for Medical Freedom, through H. E. Lesan, New York, is sending out 10,000 lines in the Southwest and on the Pacific Coast. Papers in other sections are also receiving orders.

The Brunswick-Balke-Collender Company, New York, is using 1,000 lines in Pacific Coast papers. Lord & Thomas, of Chicago, are sending out the orders.

Frank Seaman, Inc., New York, is sending out 5,000 lines to Western papers for the Maxwell-Briscoe Motor Car Company.

The above agency is also using 7,000 lines on the Pacific Coast for the R. & G. Corset.

N. W. Ayer & Son, Philadelphia, are placing orders in weekly editions of Pacific Coast papers for the Plymouth Cordage Company, Plymouth, Mass.

The Blaine-Thompson Company, Cincinnati, is placing orders in Southern papers for the Mastic Wall Board and Roofing Manufacturing Company.

Nelson Chesman & Co., Chattanooga, Tenn., are placing orders for 5,000 lines in Southern papers for the Capudine Chemical Company, Hicks' Capudine, Raleigh, N. C.

The Hotel Record Company, 1133 Broadway, New York, is placing orders in the larger city dailies for the Hotel Thorndyke, Jamestown, R. I.

The Wylie B. Jones Agency, Birmingham, N. Y., is placing 936 inches in daily papers for the advertising of Dorsis Cream.

The Kaufman & Handy Agency, Chicago, is placing orders in the larger

city dailies for the United Cigar Manufacturers' Company, 1016 Second Avenue, New York.

Lord & Thomas, New York, are placing orders in Pacific Coast papers for Charles Cluthe, trusses, New York.

The Morse International Agency, New York, is placing seven lines twelve times in the larger Eastern papers for the Point O' Woods Associations, The Inn, Point O' Woods, N. Y.

The Wyckoff Agency, Buffalo, is placing orders in Southern papers for the Imperial Remedy Company, Imperial Derma Cream, same city.

The Frank Presbrey Agency, New York, is placing orders for the heterick Publishing Company, same city.

The H. I. Ireland Agency, Philadelphia, is placing orders in Southern papers for 10,000 lines in Southern papers for Fels & Co., Fels Naptha Soap, Philadelphia. This agency is also placing orders in a large number of dailies for the Hotel Baldwin, Beach Haven, N. J., on a cash basis.

The C. Ironmonger Agency, Port Building, New York, is placing orders generally for the Standard Soluble Sulphur Company, New York.

The Ridgeway Company, *Everybody's Magazine*, New York, is sending out orders advertising the special features for June in this magazine.

The Volkman Agency, New York, is placing orders for the advertising of Felix Tempest Company, New York.

The Commercial Art Company, 10 Frankfurt street, New York, is asking for rates on classified advertising. Western papers.

Truly Warner has started advertising in Cincinnati newspapers. The Federal Agency, of New York, is handling the orders.

Geissler's Bird Store, Omaha, Neb., is sending out copy and orders to a list of mail order publications and women's magazines to start with June numbers. Orders for 32 lines display are going out through the St. Louis office of the J. Walter Thompson Company.

The Superior Distilling Company, Kansas City, has inaugurated a campaign in a list of dailies and weeklies published in the Southwest and South, advertising mail order whisky. Orders are being sent out for 100 lines display through the Kansas City office of H. W. Kastor & Sons.

The Gardner Advertising Company, St. Louis, is sending out orders to daily newspapers published in the Southeast for the 'Frisco System. Display copy aggregating 375 lines is being used to advertise rates to Colorado and Western points.

You simply can't reach  
a better class of con-  
sumers in the world  
than the readers of

# BETTER FRUIT

10,000 money-making  
Fruit Growers sub-  
scribe for Better Fruit—  
everyone a user of ad-  
vertised goods. See  
that they use yours.  
Ask for rates.

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BETTER [FRUIT PUB. CO., Hood River, Ore.





Second of October,  
Naught Eight

J. J. Gibbons, Ltd.,  
#119 West Wellington St.,  
Toronto, Ont.

Dear Sir:—

We are just in receipt of detailed statement showing the expenditures made in our last campaign on "FORCE" and KORN-KINKS. We appreciate the trouble to which you have gone in the preparation of a statement of this nature. It is comprehensive and shows us at a glance just exactly what we want to know, and will be of considerable value to the work of this department. We wish to commend you upon the way which you handled our advertising. You have given every possible attention to the details of the work, have been careful and conscientious in the placing of the contracts, have rendered us bills and statements that would be clear even to a novice, and the co-operation and follow-up which you have given us have been very gratifying and the results obtained have justified our selection of you as our advertising representatives in Canada.

If we can be of any service to you at any time in the future when you are seeking new clients, you are at liberty to refer them to us and we will be only too glad indeed to say a good word for you. You may rest assured that as long as the writer is connected with the Advertising Department of the H-O Company, there will be no doubt as to who will place our advertising in the Dominion.

Yours very truly,

THE H-O COMPANY,  
Advertising Dept.

By E. O. O'Brien